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CBS PROGRAM BOOK • JANUARY, 1939

Dr. Roy Chapman Andrews and Dr. Walter Granger tell about dinosaurs on the CBS *American School of the Air* (see page 37).

JANUARY, 1939

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 24

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485 Madison Avenue, New York City, N. Y.

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CBS SPONSORED PROGRAMS

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AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
	Half & Half Smoking Tobacco
	Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
BENEFICIAL MANAGEMENT CORP.	Personal Finance
A. S. BOYLE COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
'he Romance of Helen Trent *Serial drama* See also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	264 Weeks
'our Hit Parade .eo Reisman's Orchestra, .anny Ross, Raymond Scott's)uintet, and the Songsmiths *Popular music and vocalists*	Saturday 10:00–10:45 p.m. ORIGINATES: WABC	Lord & Thomas	139 Weeks
ben Bernie and All the Lads 'ith Lew Lehr *Music and comedy*	Sunday 5:30–6:00 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	
ophie Tucker and Her Show *Musical*	Mon., Wed., Fri. 6:45–7:00 p.m. ORIGINATES: WABC	Lord & Thomas	
)ur Gal, Sunday *Serial drama* See also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	100 Weeks
econd Husband 'ith Helen Menken, presented y the Famous Actors' Guild *Dramatic*	Tuesday 7:30–8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	381 Weeks
)oc Bartley's Daughters *Serial drama* (Starts Jan. 16)	Mon. thru Fri. 2:00–2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	63 Weeks
The Romance of Helen Trent *Serial drama* See also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	139 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CARDINET CANDY COMPANY, INC.	Confectionery
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Chrysler DeSoto Dodge Plymouth
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
'irst Nighter vith Barbara Luddy and .es Tremayne *Drama at the "Little Theater off Times Square"*	Friday 8:00–8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	18 Weeks
:ampbell Playhouse)rson Welles, director; nd guest stars *)ramatizations*	Friday 9:00–10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	212 Weeks
ight Editor ith Hal Burdick *Dramatic narratives*	†Saturday 7:45–8:00 p.m. PST ORIGINATES: KSFO	Tomaschke-Elliott, Inc.	11 Weeks
)r. Christian tarring Jean Hersholt *Dramatic*	Tuesday 10:00–10:30 p.m. ORIGINATES: WABC	McCann-Erickson, Inc.	38 Weeks
Iajor Bowes' Amateur Hour *Amateurs, with* Major Bowes *as Master of Ceremonies*	Thursday 9:00–10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	147 Weeks
:olgate Ask-It Basket im McWilliams, MC *Questions and answers*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	33 Weeks
;ang Busters *Police-file dramatizations*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: WABC		146 Weeks
Iyrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* ORIGINATES: WABC		147 Weeks

'he figures indicate the total number of weeks n which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET COMPANY *(Continued)*	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
Hilltop House Starring Bess Johnson *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	150 Weeks
Stepmother *Dramatic serial*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	88 Weeks
The Wonder Show Starring Jack Haley, Lucille Ball, Virginia Verrill, Artie Auerbach and Ted Fiorito's Orchestra *Music and comedy*	Friday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* ORIGINATES: KNX	Benton & Bowles, Inc.	197 Weeks
Pretty Kitty Kelly *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* ORIGINATES: WABC		
Bachelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	209 Weeks
Cavalcade of America Thomas Chalmers, narrator; Gabriel Heatter, commentator; Don Voorhees' Orchestra and dramatic cast	Monday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	146 Weeks
Tune-Up Time Starring Walter O'Keefe, Andre Kostelanetz's Orchestra, Kay Thompson's Rhythm Singers and guest stars *Musical variety*	Thursday 10:00–10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	Starts Jan. 12

**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Confectionery
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr
GENERAL FOODS CORPORATION	Sanka Coffee Huskies Calumet Baking Powder Swans Down Cake Flour Post Toasties

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS
Knox Manning *Commentator*	†Monday 5:45–6:00 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	58 Weeks
Sunday Evening Hour Ford Symphony Orchestra and Chorus, Fritz Reiner, conductor*. *Guest Soloists:* JAN. 1: Lily Pons JAN. 8: Georges Enesco JAN. 15: Jussi Bjoerling JAN. 22: Helen Jepson JAN. 29: Richard Tauber *Symphonic music, and talks by W. J. Cameron* †Beg. Jan. 22, Wilfred Pelletier is guest conductor.	Sunday 9:00–10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	248 Weeks
We, the People with Gabriel Heatter, Harry von Zell and Guests *Real-life experiences*	Tuesday 9:00–9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	201 Weeks
Joe Penner with Dick Ryan, Gay Seabrooke, Tommy Lane, Margaret Brayton, Roy Atwell and Ben Pollack's Orchestra *Comedy and music*	Thursday 7:30–8:00 p.m. *Rebroadcast* *8:30–9:00 p.m.* PST ORIGINATES: KNX	Benton & Bowles, Inc.	
Kate Smith Hour with Abbott and Costello, comedians; "The Aldrich Family," comedy serial, Ted Straeter Choir, Jack Miller's Orchestra and guest stars *Variety show*	Thursday 8:00–9:00 p.m. *Rebroadcast* *11:30–12:30 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	
Joe E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra *Comedy and music*	Saturday 7:30–8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* ORIGINATES: KNX	Benton & Bowles, Inc.	201 Weeks

** The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL FOODS CORPORATION *Continued*	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Institutional Advertising Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

†*Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CB
Mary Margaret McBride *Radio columnist*	Mon., Wed., Fri. 12:00–12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	201 Weeks
Kate Smith—Noonday Chats *News and features*	Tues., Thurs., Sat. 12:00–12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Lum and Abner *Serial drama*	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* ORIGINATES: KNX	Young & Rubicam, Inc.	
Kaltenborn Comments *News* (Starts Jan. 1)	Sunday 10:30–10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	441 Weeks
The Grouch Club with Jack Lescoulie *Comedy*	†Tuesday 9:30–10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	
Hollywood Guild with stars of stage and screen and Oscar Bradley's Orchestra *Original dramatic production*	Sunday 7:30–8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	255 Weeks
Honolulu Bound starring Phil Baker and company *Comedy, musical*	Saturday 9:00–9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	Starts Jan. 14
It Can Be Done with Edgar A. Guest, Frankie Masters' Orchestra, Marion Francis and Dramatic Cast *Poetry and drama*	Wednesday 10:00–10:30 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	52 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS
Her Honor, Nancy James co-starring Barbara Weeks and Ned Wever *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. ORIGINATES: WABC	Lord & Thomas	78 Weeks
Silver Theater Conrad Nagel, narrator-director, with guest stars of stage and screen *Dramatic*	Sunday 6:00–6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	61 Weeks
Howie Wing *Aviation Adventure*	Mon. thru Fri. 6:15–6:30 p.m. *Rebroadcast* *8:15–8:30 p.m.* ORIGINATES: WABC	J. Walter Thompson Company	36 Weeks
Our Gal, Sunday *Serial drama* See also ANACIN COMPANY)	Thurs. and Fri. 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	367 Weeks
Guy Lombardo and his Orchestra *Popular music*	Monday 10:00–10:30 p.m. ORIGINATES: WABC	Lord & Thomas	264 Weeks
Grand Central Station *Dramatic sketches*	Friday 10:00–10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	78 Weeks
The Lux Radio Theatre with stars of stage and screen *Drama*; Cecil B. DeMille, *director*	Monday 9:00–10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	162 Weeks
Big Town starring Edward G. Robinson, with Claire Trevor *Dramatic*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 a.m.* ORIGINATES: KNX BEG. JAN. 10: WABC	Ruthrauff & Ryan, Inc.	127 Weeks

* *The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY *Continued*	Lifebuoy Rinso Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene

PROGRAM	TIME	AGENCY	ON CBS*
l Jolson Show ith Martha Raye, Parkyakarkus, ud Gluskin's Orchestra, Guest Stars *Comedy and music*	Tuesday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	127 Weeks
ig Sister ith Alice Frost and Martin Gabel *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* ORIGINATES: WABC		120 Weeks
unt Jenny's Real Life Stories *Dramatic*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* ORIGINATES: WABC		102 Weeks
aul Whiteman and his rchestra, with Joan Edwards, he Modernaires and Fred Uttal *Musical Variety*	Wednesday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: WABC	Newell-Emmett Co., Inc.	311 Weeks
urns and Allen ith Frank Parker, Ray Noble's rchestra and Paul Douglas *Comedy and music*	Friday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: KNX		
lelody and Madness ith Robert Benchley, Artie haw and his Orchestra and ick Todd, baritone *Variety*	Sunday 10:00–10:30 p.m. ORIGINATES: WABC	Lennen & Mitchell, Inc.	216 Weeks
oyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 9:30–9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	61 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS
The People's Vote with Sam Hayes	†Monday 8:00–8:15 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	26 Weeks
Professor Quiz with Bob Trout	Saturday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	34 Weeks
The Mighty Show *Big-top drama*	Mon. thru Fri. 5:45–6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	42 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus *Musical*	Saturday 9:30–10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	269 Weeks
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* ORIGINATES: KMOX		
Johnny Presents Russ Morgan's Orchestra*, Jack Johnstone's Dramatizations, Frances Adair, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Swing 14 *Variety and dramatic interludes* *Beg. Jan. 28, Johnny Green's Orchestra	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* ORIGINATES: WABC	The Biow Company, Inc.	120 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUC
THE PROCTER & GAMBLE COMPANY	Oxydol Ivory Chipso Crisco Drene
RALSTON PURINA CO.	Cereal products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobac
RIO GRANDE OIL, INC.	Petroleum Products

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††Columbia California Network Onl

PROGRAM	TIME	AGENCY	ON CBS*
The Goldbergs *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	213 Weeks
Life Can Be Beautiful *Serial drama*	1:15–1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life *Serial drama*	1:30–1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours *Serial drama*	1:45–2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Jimmie Fidler *Hollywood commentator*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *10:30–10:45 p.m.* ORIGINATES: KNX	H. W. Kastor & Sons	
The Inside Story *Musical, dramatic*	†Thursday 8:00–8:30 p.m. PST ORIGINATES: WBBM	Gardner Advertising Company	4 Weeks
Eddie Cantor's Camel Caravan with Bert Gordon, Sid Fields and Edgar Fairchild's Orchestra *Comedy and music*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* ORIGINATES: WABC BEG. JAN. 16: KNX	William Esty & Company, Inc.	287 Weeks
Benny Goodman's Orchestra *Music and guests*	Tuesday 9:30–10:00 p.m. ORIGINATES: WABC		
Calling All Cars *Police file dramatizations*	††Friday 7:30–8:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	99 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Gum

†Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS*
Want A Divorce *Dramatic*	†Sunday 7:30–7:45 p.m. PST ORIGINATES: KSFO	Emil Brisacher and Staff	11 Weeks
Texaco Star Theater John Barrymore, MC; Charlie Ruggles, Frances Langford, Ned Sparks, Kenny Baker, Harry Simeone's Chorus, David Broekman's Orchestra *Musical, variety, dramatic*	Wednesday 9:00–10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	90 Weeks
Modern Minstrels Dick and Pat in Pipe Smoking Time, with Double Quartet and orchestra *"Blackface" comedy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: WABC	Arthur Kudner, Inc.	187 Weeks
Gateway to Hollywood *Motion-picture talent quest* (Starts Jan. 8)	Sunday 6:30–7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	344 Weeks
Scattergood Baines *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:30–3:45 p.m.* ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

The figures indicate the total number of weeks in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODUC
ANNUAL MOTOR BOAT SHOW	Motor Boat Show
BULOVA WATCH CO.	Bulova Watches
CAMPBELL SOUP CO.	Soups
B. FISCHER COMPANY	Astor Coffee
HORN & HARDART CO.	Automat Restaurants
LIGGETT DRUG CO., INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSEN RUG CO.	Olsen Rugs
PETER PAUL, INC.	Mounds Candy Bars
THOMAS LEEMING CO.	Baume Bengué

PROGRAM	TIME	AGENCY	ON WABC
Early Evening News	Fri. thru Thur. 6:00–6:05 p.m.	Chas. J. Cutajar	Jan. 6th thru 12th
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	436 Weeks
Early Evening News	Mon. thru Sat. 6:00–6:05 p.m.	Ward Wheelock Co.	Starts Jan. 16
The Morning Almanac, featuring Phil Cook	Tues., Thurs., Sat. 7:30–7:45 a.m.	Neff-Rogow, Inc.	Starts Jan. 10
Children's Hour	Sunday 10:30–11:30 a.m.	The Clements Co.	403 Weeks
The Morning Almanac featuring Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow, Inc.	Starts Jan. 16
Early Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	4 Weeks
Musical Program	Mon., Wed., Fri. 8:05–8:10 a.m.	Presba, Fellers & Presba, Inc.	Starts Jan. 23
Oddities in the News	Mon. thru Sat. 8:00–8:05 a.m.	Platt-Forbes, Inc.	11 Weeks
Richard Maxwell *Tenor-Philosopher*	Tues., Thurs. Sat. 9:00–9:15 a.m.	Wm. Esty & Co., Inc.	37 Weeks

The figures indicate the total number of weeks in which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "By Columbia" for January are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. PUBLIC AFFAIRS . . . . . *Page 26*

2. SPECIAL EVENTS . . . . . *Page 28*

3. DRAMATIC SERIES . . . . . *Page 29*

4. SERIOUS MUSIC . . . . . *Page 31*

5. EDUCATIONAL PROGRAMS . . . . *Page 35*

6. CHILDREN'S PROGRAMS . . . . . *Page 39*

7. RELIGIOUS BROADCASTS . . . . *Page 40*

8. PERSONALITIES . . . . . *Page 42*

9. LIGHT MUSIC . . . . . *Page 43*

ADDENDA: DECEMBER PROGRAMS . . . . *Page 45*

PROGRAM AND TIME	DESCRIPTION
President's Message to Congress 1:00–1:45 p.m. WEDNESDAY, JANUARY 4	President Roosevelt's annual message to Congress is broadcast to the nation by CBS. Following the message, Bob Trout interviews various Congressmen for their reactions.
Jackson Day Tea 5:00–5:15 p.m. SATURDAY, JANUARY 7	Mrs. Franklin D. Roosevelt speaks to a gathering of women in Washington at the Jackson Day tea, preceding the dinner.
Jackson Day Dinner 9:30–10:00 p.m. SATURDAY, JANUARY 7	President Roosevelt and Postmaster-General Farley speak from the Mayflower Hotel, Washington, during the Jackson Day dinner.
Representative Martin 10:45–11:00 p.m. TUESDAY, JANUARY 10	Representative Joseph W. Martin (R) of Massachusetts discusses "The Republican Objectives in this Session of Congress."
Governor Stassen 10:45–11:00 p.m. THURSDAY, JANUARY 12	Governor Harold E. Stassen (R) of Minnesota speaks to the national radio audience following his inaugural at St. Paul.
Senator Wiley 2:15–2:30 p.m. SATURDAY, JANUARY 14	Senator Alexander Wiley (R) of Wisconsin, a freshman recruit to the Senate, talks at a lunch of the Women's National Republican Club.
Jan Masaryk 6:15–6:30 p.m. SATURDAY, JANUARY 14	Jan Masaryk, former Czechoslovakian Minister to London, addresses the National Conference for Palestine, in Washington.
Col. Louis Johnson 10:45–11:00 p.m. TUESDAY, JANUARY 17	Assistant Secretary of War, Colonel Johnson addresses an aeronautical conference in St. Louis on "American Wings."

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
"Bull Session" 4:00–4:30 p.m. SATURDAY, JANUARY 14 AND 21	Students from a group of wid-western universities, including Chicago, Northwestern, De Pauw and others, hold an informal discussion on lively subjects, in Chicago.
"Un-American Activities" 10:45–11:00 p.m. THURSDAY, JANUARY 19	A representative of the American Civil Liberties Union discusses the work of the Committee Investigating Un-American Activities, headed by Representative Dies.
A. L. Altmeyer 10:45–11:00 p.m. THURSDAY, JANUARY 26	A. L. Altmeyer, chairman of the Social Security Board, discusses the board's work, from Washington.
Saluting the World's Fair 1:30–2:00 p.m. EACH SUNDAY	The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for January: JANUARY 1: Finland. JANUARY 8: Ireland. JANUARY 15: Denmark. JANUARY 22: Netherlands. JANUARY 29: U.S.S.R.
Current Questions Before Congress *The Senate*—5:00–5:15 p.m. EACH TUESDAY *The House*—5:00–5:15 p.m. EACH THURSDAY	Leading members of the Senate and of the House of Representatives discuss, in separate weekly broadcasts, current legislation and business under consideration by their bodies. Speakers are selected for their special knowledge of the issues involved.
"Today" with Bob Trout 6:30–6:45 p.m. MONDAY THRU SATURDAY	Bob Trout, Columbia's ace reporter, tells a nightly story of what's going on in the world in his accurate news broadcasts.

PROGRAM AND TIME	DESCRIPTION
Orange Bowl Football Game 2:15–5:00 p.m. MONDAY, JANUARY 2	The football season comes to a close under the shining sun in Miami, where Ted Husing, minus an overcoat and plus a coat of tan, describes the moist efforts of the unbeaten Tennessee and Oklahoma teams to sully each other's record.
"Forecasting 1939" 5:15–5:45 p.m. MONDAY, JANUARY 2	Seers from Columbia, including H. V. Kaltenborn, Edward R. Murrow, Bob Trout and William R. Shirer, in Geneva, Switzerland, join with prophets from King Features and International News Service, including Miss Prunella Wood, George R. Holmes, James R. Young and B. C. Forbes, in foretelling what is to happen in 1939 to everything from the map of the world to milady's hats.
Colorado River Aqueduct 4:00–4:30 p.m. SATURDAY, JANUARY 7	The initial diversion of water into the first leg of the giant Colorado River Aqueduct, from the river to Gene Basin Reservoir, is described from four different points en route. Senator Hiram W. Johnson (R) of California, "father" of the dam, speaks briefly from Washington.
Inaugural Handicap 4:00–4:15 p.m. WEDNESDAY, JANUARY 11	Busily engaged in acquiring his mid-winter sunburn, Bryan Field steals away from his cabana long enough to recount with brilliant accuracy the running of the Inaugural Handicap, at Hialeah Park, Miami.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
The Columbia Workshop 10:00–10:30 p.m. THURSDAY, JANUARY 5 10:30–11:00 p.m. MONDAYS, BEG. JANUARY 9	*The Columbia Workshop*, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques. JANUARY 5: "Maxie Makes a Splash," an adaptation by Leslie Urbach of Arnold Manoff's short story, directed by William N. Robson. JANUARY 9: "Forgot in the Rain," an original drama by William Merrick, directed by Brewster Morgan. JANUARY 16: "Mr. Whipple Is Worried," an original comedy by James Frederick, directed by Mr. Morgan. JANUARY 23: "Sooth," a short story by Wilbur Daniel Steele, adapted by Sylvia Marks, NYU student and directed by Mr. Robson. JANUARY 30: "Now Playing Tomorrow," an original comedy drama by Arthur Laurents, student at NYU in Mr. Robson's class. Mr. Robson directs.
Ray Collins in "County Seat" 7:00–7:15 p.m. MONDAY THRU FRIDAY	Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat," written by Milton Geiger and directed by Norman Corwin, delineates a character who has a genius for getting tangled up in the lives of people who cross his path.

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
Men Against Death 2:00–2:30 p.m. EACH SATURDAY 2:30–3:00 p.m. SATURDAY, JANUARY 14	The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. William N. Robson directs, Lawrence Bearson adapts, Charles Paul is organist. JANUARY 7: Banting—Who Found Insulin. JANUARY 14: Minot—Against Death. JANUARY 21: Spencer—In the Happy Valley. JANUARY 28: Evans—Death in Milk.
Norman Corwin's "Words Without Music" 5:00–5:30 p.m. EACH SUNDAY	*Words Without Music* was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience. JANUARY 1: "The Highwaymen," by Alfred Noyes. JANUARY 8: "Jazz Oratorio," an original by Norman Corwin. JANUARY 15: Robert Browning's "Pied Piper Of Hamelin." JANUARY 22: First performance of spirituals without music, including works by James Weldon Johnson. JANUARY 29: Trial scene from "Scarlet Anne," by Theda Kenyon.
Four Corners Theater 10:30–11:00 a.m. EACH SATURDAY	Drama which has played to America's rural audiences in more performances than the greatest Broadway hits is featured on the stage of Columbia's *Four Corners Theater:* produced by Earle McGill.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Curtis Institute of Music 3:00–4:00 p.m. EACH MONDAY	The Curtis Institute of Music is presenting a series of thirty Monday concerts in its tenth consecutive season on CBS. Distinguished faculty members and students perform. Chamber music groups are directed by Dr. Louis Bailly and the Curtis Symphony Orchestra is conducted by Fritz Reiner. A new feature is music commentary by students of the Institute.
Story of the Song 3:30–4:00 p.m. EACH TUESDAY	Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowe, soprano; Ruth Carhart, contralto; Morton Bowe, tenor and Hubert Hendrie, baritone are featured. On January 3, Irish Folk Songs.
Cincinnati Symphony Children's Concert 3:30–4:30 p.m. TUESDAY, JANUARY 10	Eugene Goosens directs the Cincinnati Symphony Orchestra in the third of five Tuesday young people's concerts. The program includes works by Bach, Tschaikowsky, Bizet, Grainger Saint-Saëns and Wagner.
"Music for Fun" 5:00–5:30 p.m. EACH TUESDAY	Music designed to please younger listeners as well as the family group is presented on this series under the direction of Howard Barlow. Children appear on each program to express their reactions to the music, with William Spier acting as interviewer.
Keyboard Concerts 3:00–3:30 p.m. WEDNESDAY, JANUARY 25	Outstanding artists of all the keyboard instruments, from harpsichord to celeste, are presented on these programs.

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra 3:00–5:00 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month: JANUARY 1: *Schubert:* Symphony No. 5: *Glazounoff:* Concerto in A minor, MISHEL PIASTRO, violinist; *Johann Strauss:* Overtures to "Die Fledermaus" and "Der Zigeunerbaron," and "Joys of Life" Waltz. JANUARY 8: *Schubert:* Five German Dances for Strings; *Sibelius:* Concerto for Violin, GUILA BUSTABO, violinist; *Debussy:* Preludes and Entr'actes to "Pélléas et Mélisande," Acts I, II, and IV; *Wagner:* Overture to "Tannhaüser." JANUARY 15: *Beethoven:* Overture to "Prometheus": *Paderewski:* Polish Fantasia, ERNEST SCHELLING, pianist; *Schönberg:* "Transfigured Night"; *Debussy:* Petite Suite; *Mendelssohn:* "Italian" Symphony. JANUARY 22: All *Tschaikowsky:* "Souvenir de Florence," Suite for Strings; Concerto for Violin, NATHAN MILSTEIN, violinist; Symphony No. 5. JANUARY 29: GEORGES ENESCO, guest conductor. *Beethoven:* Overture to "Coriolanus": *Enesco:* Symphonie Concertante for 'Cello and Orchestra. FELIX SALMOND, cellist; *Beethoven:* Symphony No. 7.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTIO
Columbia Concert Orchestra 3:30–4:00 p.m. EACH FRIDAY	Howard Barlow, Columbia's noted conducto leads the Columbia Concert Orchestra o Fridays. On January 6, Purcell, Handel, an Frank Bridge. On January 13, Corelli, Vital Tenaglia, and Mozart.
United States Army and Marine Bands 3:00–3:30 p.m. EACH THURSDAY AND FRIDAY	Band music is played each Thursday and Fr day on Columbia in half-hour programs b the United States Army Band. On occasion th Marine Band alternates with Friday program
Columbia Chamber Orchestra FRIDAYS, 3:30–4:00 p.m.	Music for strings is played by the Columbi Chamber Orchestra under the direction o Leith Stevens.
Cincinnati Conservatory of Music 11:00 a.m.–12:00 noon EACH SATURDAY EXCEPT JANUARY 7	The Cincinnati Conservatory of Music present its fourth season of symphonic concerts o CBS. Alexander von Kreisler arranges the pro grams and conducts the Conservatory sym phony orchestra. Members of the artist facult are featured each week as soloists.
New York Philharmonic Young People's Concert 11:00 a.m.–12:30 p.m. SATURDAY, JANUARY 14 AND 28	Ernest Schelling conducts the third and fourt in his series of six young people's concerts b the New York Philharmonic Symphony, broac cast by CBS exclusively. JANUARY 14: *Mendelssohn:* Overture to "Fi gal's Cave," Violin Concerto (2nd and 3r movements), GUILA BUSTABO, violinist; *Be thoven:* "Pastoral" Symphony (2nd mov ment). JANUARY 28: A program of music played b the Salzedo Harp Ensemble.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Faure's "Requiem" 2:30–3:00 p.m. SUNDAY, JANUARY 15	A special performance of Faure's Requiem Mass is sung by the Broad Street Presbyterian Church Choir of Columbia, Ohio on Jan. 15th.
Bucknell Mixed Chorus 3:00–3:30 p.m. SATURDAY, JANUARY 21	The Mixed Chorus of Bucknell University School of Music gives a concert on the 75th anniversary of Dr. Robert Lowry, composer of hymns.
Indianapolis Symphony Orchestra 3:00–4:00 p.m. EACH WEDNESDAY	Fabien Sevitzky conducts the Indianapolis Symphony Orchestra in these hour concerts. JANUARY 4: *Bach:* Prelude and Fuge; *Chadwick:* Noel; *Dvorak:* Symphony No. 5. JANUARY 11: *Berlioz:* "Roman Carnival" Overture; *McCollin:* Two Preludes; *Sibelius:* Symphony No. 5; *Dukas:* The Sorcerer's Apprentice.
Columbia Concert Orchestra 10:30–11:00 p.m. MONDAY, JANUARY 2	Harriet Kohen, noted pianist, is heard in a concert of two works which were composed for her—Vaughan Williams' "Charterhouse Suite" and Arnold Bax's "Saga, Fragment."
League of Composers 3:00–3:30 p.m. TUESDAYS, JANUARY 17 THRU 31	These special concerts are arranged by the League of Composers. The programs of music by younger American composers will be heard from such regional points as Cleveland, San Francisco and Chicago and announced in detail later.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTIO
CBS ADULT EDUCATION BOARD	Programs on this and the following pages ar presentations of the Department of Educatio arranged with the counsel of Columbia's Adul Education Board. Members of the Board representative of the nation's leading educ tors and publicists, are: LYMAN BRYSON, *chairman* STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S. J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
"Americans at Work" 10:30–11:00 p.m. THURSDAY, JANUARY 5 7:00–7:30 p.m. EACH SATURDAY, BEGINNING JANUARY 14	Portrayals of many of the varied jobs th make up the intricate web of American indu trial life; with the voices of workers brougl by CBS directly from tunnels, laboratorie ranches, filling-stations and workshop throughout the land. The January schedul JANUARY 5: Pullman Porter. JANUARY 14: Ship Worker. JANUARY 21: Cartoon Animator. JANUARY 28: Glass Worker.
The People's Platform 7:00–7:30 p.m. EACH SUNDAY	Columbia presents a novel series in which fo typical citizens, chosen from every walk life, are the guests of Lyman Bryson at dinn during which solutions to current proble are sought through an exchange of ideas. JANUARY 8: "How Much Relief?" JANUARY 15: "Change the Wagner Act?" JANUARY 22: "What Should Be Our Forei Policy?" JANUARY 29: "How Safe Are Civil Liberties

PROGRAM AND TIME	DESCRIPTION
Of Men and Books 4:45–5:00 p.m. EACH TUESDAY	Current books and authors are discussed by Professor John T. Frederick of the Medill School of Journalism at Northwestern University. JANUARY 3: "Radio Writing," by Max Wylie. JANUARY 10: Books by Clark B. Firestone, Russell Lord and Florence Page Jaques. JANUARY 17: Books by Richard Hughes and Norbert Castaret. JANUARY 24: Books by Gareta Busey, Edith Endora Kohl and David McLaughlin. JANUARY 31: "The Dissenting Opinions of Mister Westbrook Pegler."
Men Behind the Stars 5:15–5:30 p.m. EACH FRIDAY	The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barton, Jr. of the Hayden Planetarium, and Hans Christian Adamson of the American Museum. JANUARY 6: Caroline Hershel. JANUARY 13: John Hershel. JANUARY 20: Adams. JANUARY 27: Leverrier.
"Americans All—Immigrants All" 2:00–2:30 p.m. EACH SUNDAY	This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts. JANUARY 8: The Irish in the United States. JANUARY 15: Germans in the United States. JANUARY 22: Scandinavians. JANUARY 29: Closing Frontiers.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTIO
American School of the Air 2:30–3:00 p.m. MONDAY THRU FRIDAY	THE AMERICAN SCHOOL OF THE AIR is in it eleventh consecutive season on the Columbi Network. The January schedule: Mondays—*Frontiers of Democracy.* JANUARY 9: Community Planning: "Recrea tion." JANUARY 16: Education: "Education and th Nation." JANUARY 23: "Children and Youth in a Demo racy." JANUARY 30: *(Second Semester)* "Go Wes Young Man!" Tuesdays—*The Music of America.* JANUARY 3: American Grand Opera. JANUARY 10 AND 17: American Symphon Music. JANUARY 24: Music Composed by America High School Students. JANUARY 31: *(Second Semester) Music a the Friendly Arts*—"Music and Dancing." Wednesdays—*This Living World.* JANUARY 4: Issues before the New Congre JANUARY 11: Science in Modern Life. JANUARY 18: Neutrality—America's Forei Policy. JANUARY 25: To be announced.

PROGRAM AND TIME	DESCRIPTION
American School of the Air *(Continued)*	Thursdays — *New Horizons.* JANUARY 5: Reptiles of Land and Water. JANUARY 12: Wings Over the World. JANUARY 19: Our Remaining Wild Life. JANUARY 26: The Vanishing Wilderness. Fridays — *Lives Between the Lines.* JANUARY 6: "Giants in the Earth," by Ole E. Rolvaag. JANUARY 13: "Under the Lion's Paw," by Hamlin Garland. JANUARY 20: "Nine Prisoners," by William March. JANUARY 27: "In Dixon's Kitchen," by Wilbur Stout.
Highways to Health 4:00–4:15 p.m. EACH TUESDAY 4:30–4:45 p.m. TUESDAY, JANUARY 10	The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary, is in charge. JANUARY 3: Dr. Eugene Bernstein, Beth David Hospital: "How Your Mind and Nerves Affect Your Skin." JANUARY 10: Dr. Edward F. Hartung, Post Graduate Medical School and Hospital "Arthritis Can Be Cured." JANUARY 17: Dr. Frank C. Yoemans, Polyclinic: "Warning Flashes from the Digestive Tract."

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTIO
"So You Want to Be——" 5:15–5:30 p.m. EACH WEDNESDAY	Successful persons in all walks of life are t subjects of interviews by youngsters who wa to follow in their footsteps. The program presented with the cooperation of *Young Am ica* magazine. JANUARY 4: Dr. Roy Chapman Andrew Museum of Natural History—"So You Want Be an Explorer and Naturalist." JANUARY 11: H. V. Kaltenborn, CBS comme tator—"So You Want to Be a Radio Ne Commentator." JANUARY 18: Admiral Richard E. Byrd—" You Want to Be an Arctic Explorer." JANUARY 25: Dean John T. Madden, N. Y. School of Commerce—"So You Want to Be Accountant."
"March of Games" 5:15–5:30 p.m. EACH WEDNESDAY AND FRIDAY	Children who like asking questions and ch dren who prefer answering them are giv opportunity on this bi-weekly CBS progr directed by Nila Mack. Questions submit by youthful listeners are posed to four equa youthful contestants, and prizes award Arthur Ross, 14-year-old master of ceremor and Sybil Trent, 11-year-old "Miss Dr Major" are featured.
"Let's Pretend" 5:15–5:45 p.m. EACH MONDAY AND THURSDAY	The world's great fairy tales and original f tasies are dramatized by Nila Mack and p sented on a new schedule of twice weekly v a cast of child actors. These dramas have b a Columbia children's feature for eight ye

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* is presenting its 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths. JANUARY 1: *Morning*—Rt. Rev. Henry St. George Tucker, Bishop of Virginia and Presiding Bishop of the Episcopal Church in the United States. *Afternoon*—Dr. Joseph E. Merrill, Member of the Council of the Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City. JANUARY 8: *Morning*—Rev. Henry H. Bagger, D.D., President of the Pittsburgh Synod of the Evangelical Lutheran Church. *Afternoon*—Rev. Thomas F. Conlon, O. P., National Director, Holy Name Societies and editor of the Holy Name Journal, N.Y.C. JANUARY 15: *Morning*—Bishop Charles L. Mead, Methodist Episcopal Church, Kansas City. *Afternoon*—Rabbi Leo Jung, Jewish Center, N.Y.C. JANUARY 22: *Morning*—Rev. A. M. MacDonald, D.D., Executive Secretary, Chicago City Society (Baptist). *Afternoon*—Most Rev. Hugh C. Boyle, D.D., Bishop of Pittsburgh. JANUARY 29: *Morning*—Rev. J. W. G. Ward, D.D., Litt.D., First Presbyterian Church, Oak Park, Illinois.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTIO
Church of the Air *(Continued)*	*Afternoon*—Dr. Frederick M. Smith, Presid Reorganized Church of Latter Day Sa (Reorganized Mormon), Independence, M
"Wings Over Jordan" 9:00–9:30 a.m. EACH SUNDAY	This program of religious talks and spiritu is presented by outstanding Negro leaders a educators and a choir of 35 voices. JANUARY 1: John Wesley Dobbs, Grand M ter, Ancient Free and Accepted Masons, lanta, Ga. JANUARY 8: Special anniversary musical p gram by the "Wings Over Jordan" Choir. JANUARY 15: Rev. R. L. Bradby, Pastor, S ond Baptist Church, Detroit. JANUARY 22: James E. Gayle, music and bo distributor, New Orleans. JANUARY 29: S. Albert Jackson. Knoxville.
National Convention of Evangelists 4:45–5:00 p.m. FRIDAY, JANUARY 6	Dr. Harry W. Vom Bruch, president of International Association of Evangelists, is speaker; Mrs. "Ma Billy" Sunday says invocation prayer.
Russian Christmas Service 11:00–12:00 Noon SATURDAY, JANUARY 7	A service in observance of Christmas, c brated by Russians on January 7, is broadc from the Holy Virgin Church, Philadelph The Very Rev. Evdokim Polevoy intones prayer, and an unaccompanied choir of si voices chants.

PROGRAM AND TIME	DESCRIPTION
"This Is New York" 8:00–9:00 p.m. EACH SUNDAY	The new CBS variety show, "This Is New York," draws its stars and its material directly from the Big City and brings to the microphone such entertainingly divergent personalities as Mayor LaGuardia, Elsa Maxwell, ex-Mayor James J. Walker, Louis Armstrong and Alexander Woollcott. Deems Taylor is the current master of ceremonies, while Leith Stevens and his orchestra supply the music. The entire show is produced by Ed Gardner, who also appears as "Archie," a heckler.
Irene Beasley's R. F. D. #1 2:00–2:15 p.m. MONDAY THRU FRIDAY BEG. JAN. 16, 2:15–2:30 p.m.	This intimate and informal "one-woman" show of music and homely commentary by Irene Beasley is dedicated to America's farm women. One of the features is the Friday "meetin'-day" with guests and studio audience.
Richard Maxwell 9:00–9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY	Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor.
Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.
Bob Byron 8:00–8:15 a.m. MONDAY THRU SATURDAY	Bob Byron helps the Columbia audience to waken in a cheerful mood with his songs, whistling and merry banter.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTIO
Saturday Night Swing Club 7:00–7:30 p.m. EACH SATURDAY	With Walter Gross as band director and D Seymour as swing commentator, the Sw Club guests this month include Kay Thom son, the Andrews Sisters, Louis Armstron Bobby Hacket and Jack Jenney.
Time Out for Dancing 4:15–4:45 p.m. EACH WEDNESDAY	Mark Warnow, brilliant young CBS conduct leads his band in this new series of dance pr grams. Barry Wood, baritone and Edith Di popular network singer, are the vocalists.
Ray Block's Varieties 4:15–4:45 p.m. EACH THURSDAY	Ray Block leads his orchestra in these vari programs, assisted by guest vocalists a rhythm groups.
Al Bernard's Merry Minstrels FRIDAYS, 2:15–2:30 p.m.	A streamlined. modern version of the old-ti minstrel show. Al Bernard, long a headliner this field of entertainment, is starred.
Jack Berch TUESDAY, 10:30–10:45 p.m. FRIDAY, 6:45–7:00 p.m.	Jack Berch, Columbia's baritone star, is hea with Leith Stevens and his orchestra in this n twice-weekly program.
National Hillbilly Champions SATURDAY, 10:00–10:30 a.m.	Hillbilly music, performed by the natio leading mountaineer group, Pappy Cheshi National Hillbilly Champions, is heard e Saturday morning from station KMOX.
"Musical Weekly" 10:30–11:00 p.m. EACH WEDNESDAY	Buddy Clark's "Musical Weekly" features Wynn, Joe Sodja and Leith Steven's orches and instrumentalists.

PROGRAM AND TIME	DESCRIPTION
Moods for Moderns 1:30–2:00 p.m. EACH SATURDAY	Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.
CBS Vocalists Various hours MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Ruth Carhart, Doris Rhodes Edith Dick, Genevieve Rowe Ray Heatherton, Jack Shannon Audrey Marsh, Barry Wood Nan Wynn
Deep River Boys, **Eton Boys,** **Four Clubmen** Various hours	These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.
Dance Orchestras Various hours MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for January: Dick Barrie, George Hamilton Charles Baum, Herbie Holmes Cab Calloway, Sammy Kaye Bob Chester, Henry King Tommy Dorsey, Kay Kyser Eddie Duchin, Enoch Light Ted Fiorito, Vincent Lopez Glen Gray, Leighton Noble George Hall, Buddy Rogers

ADDENDA: DECEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *December* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PAN-AMERICAN CONFERENCE

● DECEMBER 8: From the Eighth International Conference of American States at Lima, Peru, CBS broadcast talks by the Mexican, Argentine and Brazilian Ambassadors to Peru, 6:45–7 p.m.

● DECEMBER 10: Secretary of State Cordell Hull reported to the American people the progress of the Conference, 5–5:30 p.m. Alfred M. Landon, former Governor of Kansas, followed with a talk, 6:45–7 p.m.

● DECEMBER 11: Father John F. O'Hara, president of Notre Dame, spoke from Lima as a representative to the Conference, addressing his talk to communion breakfasts of Notre Dame alumni, 9:45–10 p.m.

● DECEMBER 12: Dr. Samuel Guy Inman, Latin American expert and CBS representative at the Conference spoke from Lima, 7–7:15 p.m.

● DECEMBER 13: Secretary Hull made a second CBS broadcast from Lima, 10:45–11 p.m.

Dr. Walter Van Kirk, director of the National Peace Conference and Mrs. William Dick Sporburg of the National Commitee on the Cause and Cure of War, Carlos Concha, foreign minister of Peru and Lawrence A. Steinhardt, U. S. Ambassador to Peru, spoke from Lima on International Golden Rule Week, 10:45–11 p.m.

● DECEMBER 18: H. V. Kaltenborn, CBS news analyst, interviewed Don Tracy, president of the Electrical Workers Union of America and Prof. Charles G. Fenwick of Bryn Mawr, delegates to the Conference, in a two-way hook-up between Lima and New York, 1:30–1:45 p.m.

● DECEMBER 23: Mrs. Elise F. Musser, Iowa state senator, and Don Tracy were introduced from Lima by Dr. Inman, 10:45–11 p.m.

● DECEMBER 24 and 25: Two final broadcasts from the Eighth International Conference of American States were heard on Christmas eve, 6:45–7 p.m. and Christmas, 7–7:30 p.m.

PUBLIC AFFAIRS

● DECEMBER 4: Jacques Kayser, Radical Socialist party leader, was interviewed from Paris by William L. Shirer, 1:30–1:45 p.m.

● DECEMBER 7: Raymond Moley spoke on "The Elections" before a luncheon of the National Association of Manufacturers, 2:15–2:30 p.m.

W. Gibson Carey, Jr., president of the Yale and Towne Manufacturing Company, stated "What Helps Business Helps You," 6:05–6:15 p.m.

I. M. Ornburn, secretary-treasurer of the Union Label Trades Department of the A. F. of L., urged Christmas shoppers to buy only American-made, union-made articles, 5:30–5:45 p.m.

Anthony Eden talked of "Democracy and the Modern World" before the Annual Congress of American Industry in New York, 10:30–11 p.m.

● DECEMBER 10: From Geneva, John G. Winant of the International Labor Office, discussed "Social Changes," 2:15–2:30 p.m.

Senator Harry Byrd (D) of Virginia, took up "The National Issues in the Light of the November Elections," 3:30–4 p.m.

"Democracy in the Western World" was the topic of Thurman Arnold, Assistant United States Attorney General, 10:45–11 p.m.

● DECEMBER 15: President Roosevelt made a brief speech at the ground-breaking ceremonies for the Thomas Jefferson Memorial in Washington, 2:30–2:45 p.m.

General Hugh S. Johnson discussed his work as a member of the President's Birthday Ball Committee, 7:15–7:30 p.m.

● DECEMBER 16: J. Edgar Hoover, director of the Federal Bureau of Investigation, spoke about his G-Men, 10:45–11 p.m.

● DECEMBER 17: A. L. Easterman, British journalist, described the French-Italian crisis on the scene at Tunis, 6:15–6:30 p.m.

Representative Martin Dies (D) of Texas, spoke on "Plans for Continuing the Investigation of un-Americanism," 9–9:30 p.m.

Representative Arthur P. Lamneck (D) of Ohio, shed light on "What a Retiring Congressman Thinks About," 10:45–11 p.m.

● DECEMBER 19: Ruth Brine interviewed Dr. W. F. Ogburn and C. W. Eliot 2nd of the Public Affairs Committee, on the technology report of the National Resources Committee, 2:30–3 p.m.

● DECEMBER 20: William McC. Martin, President of the Stock Exchange made his first radio speech, from St. Louis, 10:45–11:15 p.m.

● DECEMBER 27: Keith Morgan and George Riley discussed preparations for the President's Birthday Ball, 10:45–11 p.m.

● DECEMBER 28: Dr. James T. Shotwell estimated "Woodrow Wilson's Place in History," 5–5:15 p.m.

● DECEMBER 29: Sir Richard Gregory, British scientist, discussed "Religion in Science," from Richmond, Virginia, 6:45–7 p.m.

● DECEMBER 30: Representative Samuel B. Pettengill (D) of Indiana explored "America's Bill of Rights," 10:45–11 p.m.

● DECEMBER 31: Premier Juan Negrin of Spain, spoke in a special broadcast from Barcelona, 3:00–3:30 p.m.

Two broadcasts from Washington acquainted the nation with the freshman members of Congress. The Representatives had their hour, 4:30–5:30 p.m., while the babies among the elder statesmen of the Senate told the United States what they plan to do for it, 9–9:30 p.m.

SPECIAL EVENTS

● DECEMBER 2: The Rubber Ball, held in Akron, the "Rubber City," was described by Bob Trout, 10:45–11 p.m.

● DECEMBER 7: France Laux, ace CBS baseball announcer, moved to ringside to report the battle between Tony Galento and Otis Thomas in St. Louis, 11:10–12 midnight.

● DECEMBER 10: The Secretary of War and Mrs. Harry H. Woodring were heard during the launching of the S. S. *Ancon*, latest addition to the Merchant Marine, 12:30–12:45 p.m.

The All-America Board of Football presented its fifteenth annual team to the nation in a coast-to-coast broadcast, with interviews of the eleven members, under the guidance of Christy Walsh, chairman of the board, and Ted Husing, 9–9:30 p.m.

● DECEMBER 13: The annual auction of unclaimed articles in the N. Y. Post Office was broadcast from the auction room with description by Charles Stark, 11–11:15 a.m.

● DECEMBER 31: Ted Husing interviewed coaches Tom Stidham and Major Bob Neyland, of Oklahoma and Tennessee, on the eve of the Orange Bowl football game in Miami, 2:30–3:00 p.m.

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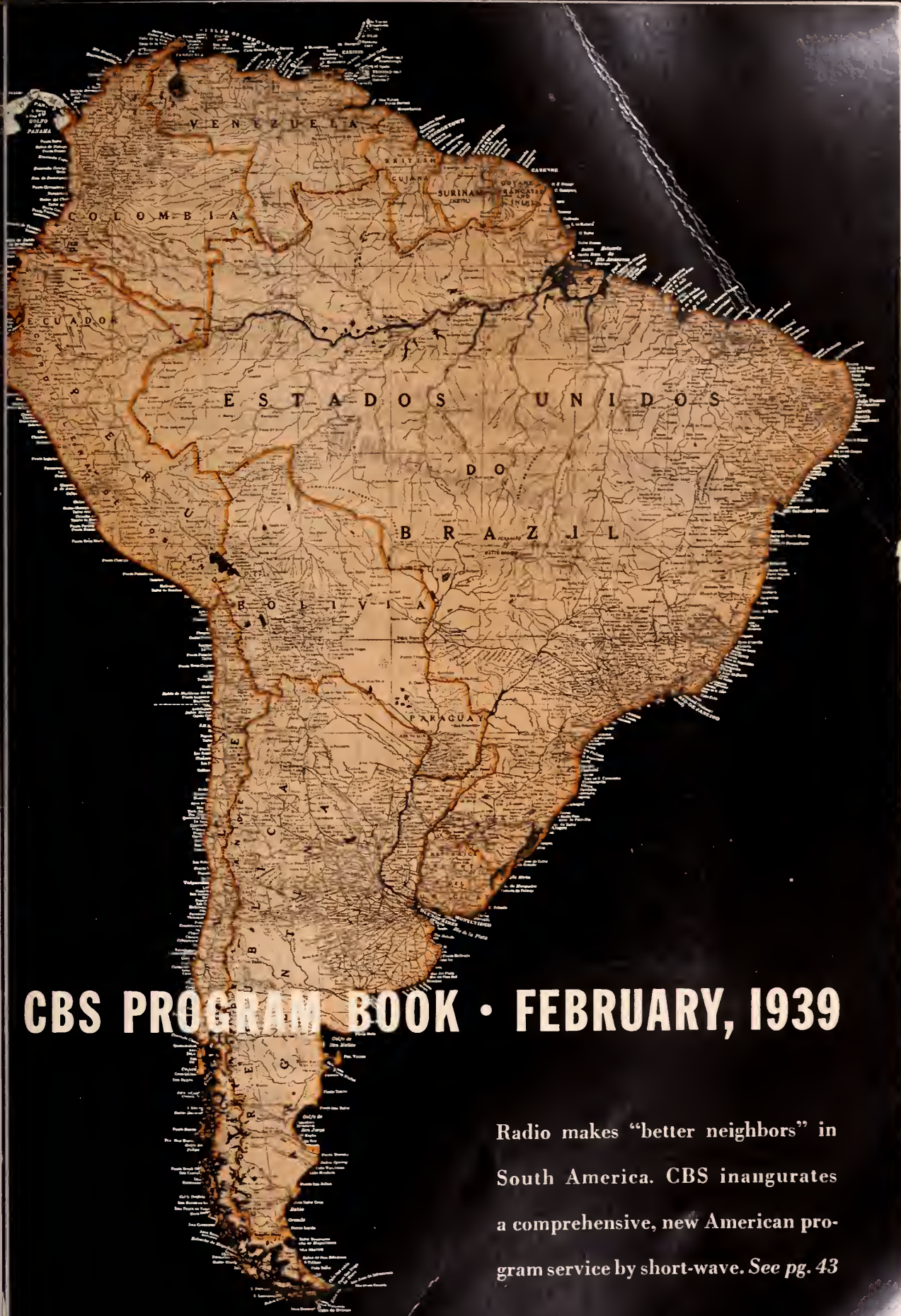

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WABC *Local* Sponsored Programs: listed on page 23

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FEBRUARY, 1939

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THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 24

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CLIENT	PRODU
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosme
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
	Half & Half Smoking Tobac
	Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
e Romance of Helen Trent *Serial drama* (See also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	269 Weeks
ur Hit Parade k Warnow's Orchestra, ny Ross, Raymond Scott's ntet, Kay Lorraine and the gsmiths *Popular music and vocalists*	Saturday 10:00–10:45 p.m. ORIGINATES: WABC	Lord & Thomas	144 Weeks
n Bernie and All the Lads h Lew Lehr *Music and comedy*	Sunday 5:30–6:00 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	
phie Tucker and Her Show *Musical*	Mon., Wed., Fri. 6:45–7:00 p.m. *Rebroadcast* *Mon., Wed., 12:30-12:45 a.m.; Fri., 1–1:15 a.m.* ORIGINATES: WABC	Lord & Thomas	
r Gal, Sunday *Serial drama* (See also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	105 Weeks
ond Husband h Helen Menken, presented the Famous Actors' Guild *Dramatic*	Tuesday 7:30–8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	386 Weeks
e Romance of Helen Trent *Serial drama* (See also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	194 Weeks

*e figures indicate the total number of weeks which the client has used CBS facilities.

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CLIENT	PRODUCT
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

PROGRAM	TIME	AGENCY	ON CBS*
tcher Wiley	Thursday 12:45–1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	4 Weeks
st Nighter Barbara Luddy and Tremayne *rama at the "Little Theater ff Times Square"*	Friday 8:00–8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	53 Weeks
npbell Playhouse on Welles, director; guest stars *ramatizations*	Friday 9:00–10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	217 Weeks
. Christian ring Jean Hersholt *Dramatic*	Tuesday 10:00–10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	43 Weeks
jor Bowes' Iiginal Amateur Hour *Amateurs, with* Major Bowes *s Master of Ceremonies*	Thursday 9:00–10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	152 Weeks
lgate Ask-It Basket McWilliams, MC *Questions and answers*	Wednesday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	93 Weeks
ng Busters *Police-file dramatizations*	Wednesday 8:00–8:30 p.m. *Rebroadcast 12:00–12:30 a.m.* ORIGINATES: WABC		151 Weeks
lyrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 4:15–4:30 p.m.* ORIGINATES: WABC		152 Weeks

he figures indicate the total number of weeks which the client has used CBS facilities.

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CLIENT	PRODU
COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DUART MANUFACTURING COMPANY	"Creme of Milk" Face Crear Lotion, Lipstick, etc.
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
Hilltop House Starring Bess Johnson *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	155 Weeks
Stepmother *Dramatic serial*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	93 Weeks
The Wonder Show Starring Jack Haley, Lucille Ball, Virginia Verrill, Artie Auerbach and Ted Fio-Rito's Orchestra *Music and comedy*	Friday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* ORIGINATES: KNX	Benton & Bowles, Inc.	202 Weeks
Pretty Kitty Kelly *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* ORIGINATES: WABC		
Bachelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	214 Weeks
Human Interest	Sunday 2:30–3:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	3 Weeks
Pageant of America Thomas Chalmers, narrator; Carl Ruysdael, commentator; Don Voorhees' Orchestra and dramatic cast	Monday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	151 Weeks
Time-Up Time Starring Walter O'Keefe, Andre Kostelanetz's Orchestra, Kate Thompson's Rhythm Singers and guest stars *Musical variety*	Thursday 10:00–10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	3 Weeks

** figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PROD
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Confectionery
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr
GENERAL FOODS CORPORATION	Sanka Coffee
	Huskies
	Calumet Baking Powder Swans Down Cake Flour
	Post Toasties

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
Ilox Manning *Commentator*	†Monday 5:30–5:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	63 Weeks
Sunday Evening Hour Fed Symphony Orchestra and Chorus, Wilfred Pelletier, conductor*. *Guest Soloists:* Feb. 5: Richard Crooks Feb. 12: Robert Casadesus Feb. 19: Lily Pons Feb. 26: John Charles Thomas *Symphonic music, and talks by V. J. Cameron* Aug. Feb. 26, Eugene Ormandy will be guest conductor.	Sunday 9:00–10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	253 Weeks
W, the People With Gabriel Heatter, Harry von Zell and Guests *Real-life experiences*	Tuesday 9:00–9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	206 Weeks
Joe Penner With Dick Ryan, Gay Seabrooke, Tommy Lane, Margaret Brayton, R. Atwell, Lillian Randolph, Joe Kate and Ben Pollack's Orchestra *Comedy and music*	Thursday 7:30–8:00 p.m. *Rebroadcast* *8:30–9:00 p.m.* ORIGINATES: KNX	Benton & Bowles, Inc.	
Kate Smith Hour With Abbott and Costello, comedians; "The Aldrich Family," comedy team, Ted Straeter Choir, Jack Miller's Orchestra and guest stars *Variety show*	Thursday 8:00–9:00 p.m. *Rebroadcast* *11:30–12:30 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	
Joe E. Brown With Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Harry Sosnik's Orchestra *Comedy and music*	Saturday 7:30–8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* ORIGINATES: KNX	Benton & Bowles, Inc.	

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL FOODS CORPORATION *Continued*	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Institutional Advertising Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
ary Margaret McBride *Radio columnist*	Mon., Wed., Fri. 12:00–12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	206 Weeks
ite Smith—Noonday Chats *News and features*	Tues, Thurs, Sat. 12:00–12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
m and Abner *Comedy sketches*	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* ORIGINATES: KNX	Young & Rubicam, Inc.	
ltenborn Comments *News*	Sunday 10:30–10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	446 Weeks
e Grouch Club h Jack Lescoulie *Comedy*	†Tuesday 9:30–10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	
reen Guild Show h screen stars as guests; George rphy, MC, and Oscar Bradley's chestra *Variety and drama*	Sunday 7:30–8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	260 Weeks
nolulu Bound rring Phil Baker, "Bottle", drews Sisters and Eddie Lange's Orchestra *Comedy, musical*	Saturday 9:00–9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	3 Weeks
Can Be Done gar A. Guest, poet-philosopher, senting dramatized lives of nous guests *Poetry and drama*	Wednesday 10:00–10:30 p.m. *Beg. Feb. 22:* *10:30–11 p.m.* ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	57 Weeks

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INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS*
r Honor, Nancy James c starring Barbara Weeks and d Wever *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. ORIGINATES: WABC	Lord & Thomas	83 Weeks
ver Theater rad Nagel, narrator-director, h guest stars of stage and screen *Dramatic*	Sunday 6:00–6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	66 Weeks
wie Wing *Aviation Adventure*	Mon. thru Fri. 6:15–6:30 p.m. *Rebroadcast* *8:15–8:30 p.m.* ORIGINATES: WABC	J. Walter Thompson Company	41 Weeks
r Gal, Sunday *Serial drama* (e also ANACIN COMPANY)	Thurs. and Fri. 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	372 Weeks
y Lombardo and his chestra *Popular music*	Monday 10:00–10:30 p.m. ORIGINATES: WABC	Lord & Thomas	269 Weeks
and Central Station *Dramatic sketches*	Friday 10:00–10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	83 Weeks
e Lux Radio Theatre h stars of stage and screen *Drama;* Cecil B. DeMille, *director*	Monday 9:00–10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	167 Weeks
g Town rring Edward G. Robinson, h Claire Trevor *Dramatic*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 a.m.* ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	132 Weeks

he figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODU
LEVER BROTHERS COMPANY *Continued*	Lifebuoy
	Rinso
	Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene

PROGRAM	TIME	AGENCY	ON CBS*
A Jolson Show h Martha Raye, Parkyakarkus, d Gluskin's Orchestra. Guest Stars *Comedy and music*	Tuesday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	132 Weeks
Big Sister h Alice Frost and Martin Gabel *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* ORIGINATES: WABC		125 Weeks
Aunt Jenny's Real Life Stories *Dramatic*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* ORIGINATES: WABC		107 Weeks
Paul Whiteman and his Orchestra, with Joan Edwards, The Modernaires and Fred Uttal *Musical Variety*	Wednesday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	316 Weeks
Burns and Allen h Frank Parker, Ray Noble's Orchestra and Paul Douglas *Comedy and music*	Friday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: KNX		
Melody and Madness h Robert Benchley, Artie Shaw and his Orchestra and Dick Todd, baritone *Variety*	Sunday 10:00–10:30 p.m. ORIGINATES: WABC	Lennen & Mitchell, Inc.	221 Weeks
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 9:30–9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	66 Weeks

* *e figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† Columbia Pacific Network Only

PROGRAM	TIME	AGENCY	ON CBS
The People's Vote with Sam Hayes	†Monday 8:00–8:15 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	31 Weeks
Professor Quiz with Bob Trout	Saturday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: ON TOUR	Ruthrauff & Ryan, Inc.	39 Weeks
The Mighty Show *Big-top drama*	Mon. thru Fri. 5:45–6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	47 Weeks
The Barclay's Daughters *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	65 Weeks
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor and Gustav Haenschen's Orchestra and Chorus *Musical*	Saturday 9:30–10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	274 Weeks
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Dramatized Short Stories, Floyd Sherman, Roger Kinney, Genevieve Rowe, "Beverly", Glenn Cross, Ray Bloch's Sing 14 *Variety and dramatic interludes*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* ORIGINATES: WABC	The Biow Company, Inc.	125 Weeks

** The figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODU
THE PROCTER & GAMBLE COMPANY	Oxydol
	Ivory
	Chipso
	Crisco
	Drene
RALSTON PURINA COMPANY	Cereal products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Toba
RIO GRANDE OIL, INC.	Petroleum Products

† *Columbia Pacific Network Only*
†† *Columbia California Network On*

PROGRAM	TIME	AGENCY	ON CBS
ıe Goldbergs *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	218 Weeks
lfe Can Be Beautiful *Serial drama*	1:15–1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
ıad of Life *Serial drama*	1:30–1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
ıis Day Is Ours *Serial drama*	1:45–2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
mmie Fidler *Hollywood commentator*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *10:30–10:45 p.m.* ORIGINATES: KNX	H. W. Kastor & Sons	
ıe Inside Story *Musical, dramatic*	†Thursday 8:00–8:30 p.m. PST ORIGINATES: WBBM	Gardner Advertising Company	9 Weeks
ldie Cantor's Camel Caravan th Bert Gordon, Sid Fields and lgar Fairchild's Orchestra *Comedy and music*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* ORIGINATES: KNX	William Esty & Company, Inc.	292 Weeks
enny Goodman's Orchestra th Johnny Mercer, singer *Music and guests*	Tuesday 9:30–10:00 p.m. ORIGINATES: ON TOUR		
alling All Cars *Police file dramatizations*	††Friday 7:30–8:00 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	104 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
UNITED STATES RUBBER COMPANY	Rubber products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS
I Want A Divorce *Dramatic*	†Thursday 9:30–9:45 p.m. PST ORIGINATES: KSFO	Emil Brisacher and Staff	16 Weeks
Texaco Star Theater Ken Murray, MC; Charlie Ruggles, Frances Langford, Ned Sparks, Fanny Baker, Texaco Star Chorus, Jimmy Wallington, David Broekman's Orchestra *Musical, variety, dramatic*	Wednesday 9:00–10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	95 Weeks
Raymond Paige's **Men and a Girl** *Musical* (Starts Feb. 22)	Wednesday 10:00–10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	26 Weeks
Model Minstrels Jack and Pat in Pipe Smoking Time, with Double Quartet and orchestra *"Blackface" comedy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: WABC	Arthur Kudner, Inc.	192 Weeks
Gateway to Hollywood *Motion-picture talent quest*	Sunday 6:30–7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	349 Weeks
Pattergood Baines *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *5:00–5:15 p.m.* ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

The figures indicate the total number of weeks in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODU
BOSCO COMPANY	Bosco (Milk Amplifier)
BULOVA WATCH COMPANY	Bulova Watches
CAMPBELL SOUP COMPANY	Campbell's Clam Chowder
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
B. FISCHER COMPANY	Astor Coffee
HORN & HARDART COMPANY	Automat Restaurants
THOMAS LEEMING COMPANY	Baume Bengué
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Olson Rugs
PETER PAUL, INC.	Mounds Candy Bars

PROGRAM	TIME	AGENCY	ON WABC*
P. News	Mon. thru Sat. 9:25–9:30 a.m.	Kenyon & Eckhardt, Inc.	Starts Feb. 6
ne Signals	Mon. thru Sun. 10 Times daily	The Biow Company	491 Weeks
ndensed News	Mon. thru Sat. 6:00–6:05 p.m.	Ward Wheelock Company	3 Weeks
're Steppin' Along dd Hulick, MC; Jimmy Shields, or; Ed Smalle's "Enna-Jettick en" and D'Artega's Orchestra	Saturday 9:30–10:00 p.m.	Marschalk & Pratt, Inc.	Starts Feb. 18
e Morning Almanac, turing Phil Cook	Tues., Thurs., Sat. 7:30–7:45 a.m.	Neff-Rogow, Inc.	4 Weeks
ildren's Hour	Sunday 10:30–11:30 a.m.	The Clements Company	408 Weeks
chard Maxwell, or-philosopher	Tues., Thurs., Sat. 9:00–9:15 a.m.	Wm. Esty & Co., Inc.	42 Weeks
e Morning Almanac, turing Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow, Inc.	3 Weeks
rly Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	9 Weeks
ne for the Day	Mon., Wed., Fri. 8:05–8:10 a.m.	Presba, Fellers & Presba, Inc.	2 Weeks
ddities in the News	Mon. thru Sat. 8:00–8:05 a.m.	Platt-Forbes, Inc.	16 Weeks

**he figures indicate the total number of weeks which the client has used WABC facilities.*

CBS SUSTAINING PROGRAMS

The programs "By Columbia" for February are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. PUBLIC AFFAIRS . . . . . *Page 26*
2. DRAMATIC SERIES . . . . . *Page 27*
3. SPECIAL EVENTS . . . . . *Page 29*
4. EDUCATIONAL PROGRAMS . . . *Page 30*
5. SERIOUS MUSIC . . . . . *Page 34*
6. CHILDREN'S PROGRAMS . . . . *Page 38*
7. RELIGIOUS BROADCASTS . . . . *Page 39*
8. PERSONALITIES . . . . . *Page 40*
9. LIGHT MUSIC . . . . . *Page 41*
10. SOUTH AMERICAN PROGRAMS . *Page 43*

ADDENDA: JANUARY PROGRAMS . . . . . *Page 45*

PROGRAM AND TIME	DESCRIPTION
Herbert Hoover 10:30–11:00 p.m. WEDNESDAY, FEBRUARY 1	Former President Herbert Clark Hoover speaks before The Council on Foreign Relations, at the Hotel Stevens, Chicago.
Dr. G. I. Kheiralla 6:15–6:30 p.m. SATURDAY, FEBRUARY 4	Dr. G. I. Kheiralla, secretary-general of the Arab National League, presents the Arabian side of the Palestine controversy.
Representative Celler 10:45–11:00 p.m. SATURDAY, FEBRUARY 4	"Conspiracy Against the Consumer" is the answer of Representative Emanuel Celler (D) of New York to Patman's anti-chain store bill.
Mrs. Carmel Snow 5:00–5:15 p.m. MONDAY, FEBRUARY 6	Mrs. Carmel Snow, editor of *Harper's Bazaar*, in Paris for the fashion shows, tells "The Whole Story of the New Paris Fashions."
Mrs. Roosevelt 10:45–11:00 p.m. TUESDAY, FEBRUARY 21	Mrs. Franklin D. Roosevelt addresses the American Youth Congress, meeting in the Murray Hill Hotel, New York.
Dr. John A. Sexson 10:45–11:00 p.m. TUESDAY, FEBRUARY 28	"The Foundations of Education" is the subject of Dr. John A. Sexson, president of the American Association of School Administrators, at their Cleveland convention.
Saluting the World's Fair 1:30–2:00 p.m. EACH SUNDAY	The rulers and heads of seventeen nations join in a weekly series of salutes to the New York World's Fair 1939. The schedule for February: FEBRUARY 5: Canada. FEBRUARY 12: Rumania. FEBRUARY 19: Norway. FEBRUARY 26: Belgium.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTIO
PUBLIC AFFAIRS	**Current Questions Before Congress** *The Senate*—5:00–5:15 p.m. EACH TUESDAY *The House*—5:00–5:15 p.m. EACH THURSDAY	Leading members of the Senate and of th House of Representatives discuss, in separat weekly broadcasts, current legislation an business under consideration by their bodie Speakers are selected for their special know edge of the issues involved.
	"Today" with Bob Trout 6:30–6:45 p.m. MONDAY THRU SATURDAY	Bob Trout, Columbia's ace reporter, tells th story of what's going on in the world "Today, in his daily news broadcasts.
	Capitol Opinions 10:45–11:00 p.m. EACH SATURDAY AND SUNDAY	Members of Congress and government officia participate in these discussions of problems national interest. The programs originate WJSV, Columbia's station in Washington.
DRAMATIC SERIES	**Men Against Death** 2:00–2:30 p.m. EACH SATURDAY EXCEPT FEBRUARY 18	The heroes of Paul de Kruif's well-know books are brought to life in dramas presente in association with the Federal Theater's Radi Division. Brewster Morgan directs, Lawren Bearson adapts, Charles Paul is organist. FEBRUARY 4: Schaudinn—The Pale Horror. FEBRUARY 11: Wagner-Jauregg—The Friendl Fever. FEBRUARY 25: McCoy—Should Generals D in Bed?
	Four Corners Theater 10:30–11:00 p.m. EACH SATURDAY	Drama which has played to America's rur audiences in more performances than tl greatest Broadway hits is featured on the sta of Columbia's *Four Corners Theater*, pr duced by Earle McGill.

PROGRAM AND TIME	DESCRIPTION
The Columbia Workshop 10:30–11:00 p.m. EACH MONDAY	*The Columbia Workshop*, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques. FEBRUARY 6: "The Time Capsule," written and directed by William N. Robson. FEBRUARY 13: "The Nine Prisoners," adapted by Bryan Byrne from a story by William March. Earle McGill directs. FEBRUARY 20: "Jury Trial," an original drama by James and Elizabeth Hart, directed by Mr. Robson. FEBRUARY 27: "The Winged Victory," an original drama by David Redstone, directed by Brewster Morgan.
Ray Collins in "County Seat" 7:00–7:15 p.m. MONDAY THRU FRIDAY	Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat," written by Milton Geiger and directed by Norman Corwin, delineates a character who has a genius for getting tangled up in the lives of people who cross his path.
Norman Corwin's "Words Without Music" 5:00–5:30 p.m. SUNDAY, FEBRUARY 5 2:30–3:00 p.m. SUNDAYS, BEG. FEBRUARY 19	*Words Without Music* was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience. FEBRUARY 5: "The Ballad of the Three Sons," by Amanda Benjamin Hale. FEBRUARY 12: No program. FEBRUARY 19: "They Fly Through the Air With the Greatest of Ease," an original verse-satire by Mr. Corwin.

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
Lincoln's Birthday Program 2:30–3:00 p.m. SUNDAY, FEBRUARY 12	The American Legion pilgrimage to Lincol tomb in Springfield, Ill., is headed by Natio Commander Stephen F. Chadwick and M James Morris, National President of t Women's Auxiliary. From New York Raymo Massey, introduced by Elmer Rice, reads Li coln's farewell address to his constituents b fore he left for Washington to become Pre dent.
San Francisco World's Fair 3:00–4:00 p.m. SATURDAY, FEBRUARY 18	The San Francisco World's Fair opens ahea of its eastern rival, with a description of th various ceremonies from Treasure Island. Th official opening is made by President Roose velt in a speech from Washington.
Rollins College Magazine Preview 5:00–5:30 p.m. SUNDAY, FEBRUARY 19	A preview of the celebrated "animated maga zine" of Rollins College, in which leaders in the arts, sciences, business and professional worlds speak, is held in Columbia's studio. The actual event occurs on February 26, at Winter Park, Florida.
Flamingo Stakes 4:15–4:45 p.m. SATURDAY, FEBRUARY 25	The Flamingo Stakes, richest three-year-old race of the Florida season, is described by Bryan Field, Columbia's turf reporter.
Brotherhood Program 5:00–5:30 p.m. SUNDAY, FEBRUARY 26	The National Conference of Jews and Christians, holds its annual program, with scenes from "The American Way," starring Fredric March and Florence Eldridge, and speeches and music.

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S. J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Americans at Work 7:00–7:30 p.m. EACH SATURDAY	Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The February schedule: FEBRUARY 4: The Dressmaker. FEBRUARY 11: The Plumber. FEBRUARY 18: The Silversmith. FEBRUARY 25: The School Teacher.
The People's Platform 7:00–7:30 p.m. EACH SUNDAY	Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas. FEBRUARY 5: "Do We Need a National Health Program?" FEBRUARY 12: "Are Taxes Too High?" FEBRUARY 19: To be announced. FEBRUARY 26: "Propaganda."

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
Of Men and Books 4:45–5:00 p.m. EACH TUESDAY	Current books and authors are discussed by Pr fessor John T. Frederick of the Medill Sch of Journalism at Northwestern University. FEBRUARY 7: Biographies of Longfellow a Goya; autobiography of Edna Ferber. FEBRUARY 14: Three novels by Rachel Fiel Mildred Walker and Herbert Krause. FEBRUARY 21: H. E. Wildes' "Valley Forge F. Van Wyck Mason's "Three Harbours"; Cy Harris' "Trumpets at Dawn."
Adventures in Science 7:15–7:30 p.m. EACH THURSDAY	Watson Davis interviews prominent scientis on these programs presented in cooperatic with Science Service, Inc. FEBRUARY 2: Professor Enrico Fermi, Nob Prize winner in Physics, 1938. FEBRUARY 9: Dr. Walter B. Cannon, Harvar "What Strong Emotions Do To Us."
Men Behind the Stars 5:15–5:30 p.m. EACH FRIDAY	The lives and discoveries of astronome throughout the ages are dramatized in th series, presented by Prof. William H. Barto Jr. of the Hayden Planetarium. and Har Christian Adamson of the American Museun FEBRUARY 3: Fraunhofer. FEBRUARY 10: Bonds (father and son). FEBRUARY 17: Draper, Pickering. FEBRUARY 24: Roemer.
What Price America? 5:00–5:30 p.m. EACH SATURDAY	The story of the natural resources of Americ —their original abundance, gradual depletio and present efforts at conservation—is tol through dramatizations presented by CBS i cooperation with the U. S. Dept. of Interio

PROGRAM AND TIME	DESCRIPTION
American School of the Air 2:30–3:00 p.m. MONDAY THRU FRIDAY	THE AMERICAN SCHOOL OF THE AIR is in its eleventh consecutive season on the Columbia Network. The February schedule: Mondays—*Frontiers of Democracy.* FEBRUARY 6: To the Big City. FEBRUARY 20: The Deserted Village. FEBRUARY 27: Following the Seasons. Tuesdays—*Music and the Friendly Arts.* FEBRUARY 7: Music and Social Dancing. FEBRUARY 14: Music and the Ballet. FEBRUARY 21: Music Inspired by Painting. FEBRUARY 28: Music That Attempts to Paint. Wednesdays—*New Horizons.* FEBRUARY 1: The Trail of Ancient Man. FEBRUARY 8: Home of Dragon Bones. FEBRUARY 15: Islands of Enchantment. Thursdays—*This Living World.* FEBRUARY 2: "National Defense" (broadcast from Richmond Hill High School). FEBRUARY 9: "Relief and Unemployment" (from Walton Girls' High School). FEBRUARY 16: "Road to Health Security" (from Seward Park High School). FEBRUARY 23: "Propaganda" (from Erasmus Hall High School).

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTI
American School of the Air *(Continued)*	Fridays—*Tales from Far and Near.* FEBRUARY 3: Phil Stong: "Honk the Moos FEBRUARY 10: Ruth Sawyer: "Tonio Antoni FEBRUARY 17: Erick Berry: "Girls in Afric FEBRUARY 24: KateSeredy: "TheGoodMaste
Highways to Health 4:00–4:15 p.m. EACH TUESDAY 4:30–4:45 p.m. TUESDAY, FEBRUARY 14	The New York Academy of Medicine arrang these medical talks for the layman. Dr. Ia Galdston, executive secretary of the Medic Information Bureau, is in charge. FEBRUARY 7: Dr. Alexander T. Martin, Dire tor of Diseases of Children, Roosevelt Hos tal: "Crippled Children Who Do Not Limp FEBRUARY 14: Dr. Jesse A. Tolmech, Associa Dermatologist, Beth Israel Hospital: "At lete's Foot."
"Americans All—Immigrants All" 2:00–2:30 p.m. EACH SUNDAY	This new series dramatizes the outstandi contributions made by all races in buildi the America of today. John W. Studebake Commissioner of Education, supervises a Gilbert Seldes prepares the scripts. FEBRUARY 5: Jews in America. FEBRUARY 12: Slavs in America (I). FEBRUARY 19: Slavs in America (II). FEBRUARY 26: Orientals in America.

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra 3:00–5:00 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month: FEBRUARY 5: GEORGES ENESCO, Guest Conductor. *Mozart:* Symphony No. 39; *Deems Taylor:* Suite from the Ballet, "Casanova"; *Debussy:* Prelude to "L'Après-midi d'une Faune"; *Dino Lipatti:* "Chef cu Lautari" ("Merry-making with Fiddlers"); *Enesco:* Symphony No. 1. FEBRUARY 12: JOHN BARBIROLLI returns as conductor. *Berlioz:* Overture, "The Roman Carnival"; *Rachmaninoff:* Piano Concerto No. 3, WALTER GIESEKING, pianist; *Beethoven:* Symphony No. 3. FEBRUARY 19: *Weber:* Overture to "Euryanthe"; *Beethoven:* Symphony No. 6; *Saint-Saëns:* Violin Concerto No. 3, MISCHA ELMAN, violinist; *Tschaikowsky:* Fantasia, "Francesco da Rimini." FEBRUARY 26: *Sanders:* Little Symphony in G; *Schumann:* Piano Concerto in A minor, EDUARDO DEL PUEYO, pianist; *Brahms:* Symphony No. 4.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTI
Curtis Institute of Music 3:00–4:00 p.m. EACH MONDAY	The Curtis Institute of Music is presenti series of thirty Monday concerts in its t consecutive season on CBS. Distinguished ulty members and students perform. Chan music groups are directed by Dr. Louis Ba and the Curtis Symphony Orchestra is ducted by Fritz Reiner. A new feature is m commentary by students of the Institute.
Story of the Song 3:30–4:00 p.m. EACH TUESDAY EXCEPT FEBRUARY 14	Each week outstanding singers of the con stage are presented in selections from treasury of songs in English. Genevieve Ro soprano; Ruth Carhart, contralto; Mor Bowe, tenor and Hubert Hendrie, baritone.
Cincinnati Symphony Children's Concert FEBRUARY 14, 3:30–4:30 p.m.	Eugene Goosens directs the Cincinnati S phony Orchestra in the fourth of five Tues young people's concerts.
"Music for Fun" 5:00–5:30 p.m. EACH TUESDAY	Music designed to please younger listener well as the family group is presented on series under the direction of Howard Barl Children appear on each program to exp their reactions to the music, with Willi Spier acting as interviewer.
Keyboard Concerts 3:00–3:30 p.m. EACH THURSDAY	Outstanding artists of all the keyboard inst ments are presented on these programs. FEBRUARY 2: Jacques Jolas. FEBRUARY 9: Alice Ehlers. FEBRUARY 16: E. Robert Schmitz. FEBRUARY 23: Hall and Gruen.

PROGRAM AND TIME	DESCRIPTION
Columbia Chamber Orchestra 3:30–4:00 p.m. FRIDAY, FEBRUARY 3 AND 10	Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra on Fridays. On February 3, Cadman's "American Suite" and Wolf-Ferrari's "Serenade." On February 10, a Scarlatti suite, six Italian dances and a Mozart Fantasie (K. 608).
United States Army and Marine Bands 3:00–3:30 p.m. EACH THURSDAY AND FRIDAY	Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.
Cincinnati Conservatory of Music 11:00 a.m.–12:00 noon EACH SATURDAY EXCEPT FEBRUARY 18	The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.
New York Philharmonic Young People's Concert 11:00 a.m.–12:30 p.m. SATURDAY, FEBRUARY 18	Ernest Schelling conducts the fifth in his series of six young people's concerts by the New York Philharmonic Symphony, broadcast by CBS exclusively. FEBRUARY 18: *Bach:* Two Bourrées; *Haydn:* Finale from London Symphony No. 2: *Mozart:* Overture to "The Marriage of Figaro"; *Beethoven:* Scherzo from the "Eroica" Symphony; *Berlioz:* Dance of the Sylphs; *Strauss:* Til Eulenspiegel; *Stravinsky:* Selections from the "Firebird Suite."

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTI
Indianapolis Symphony Orchestra 3:00–4:00 p.m. EACH WEDNESDAY	Fabien Sevitzky conducts the Indianap Symphony Orchestra in these hour conc FEBRUARY 8: *Purcell:* Suite in C; *Beethov* Symphony No. 8; *Griffes:* Pleasure Dome Kubla Khan; *Strauss:* Tales from the Vie Woods; *Glinka:* Overture to "Russland Ludmilla." FEBRUARY 15: *Handel:* Concerto Gros *Mahler:* Adagietto, Fifth Symphony; *Hadl* Sipapu Dance; *Glazounov:* Raymonda Su FEBRUARY 22: *Sibelius:* Symphony No. *Mary Howe:* Spring Pastorale; *Guerri* "Trifons."
League of Composers 3:00–3:30 p.m. TUESDAY, FEBRUARY 7	These special concerts, arranged by the Leag of Composers, feature music by younger Am ican composers. This month a regional broa cast from San Francisco includes the foll ing music: FEBRUARY 7: *William Denny:* First Moveme from String Quartet; *John St. Edmunds:* T Songs; *Ray Green:* Three Children's Piec for Piano; *Domenico Brescia:* Eclogue No. for Flute and String Quartet; *Henry Cowel* Andante for Strings; *Charles Cushing:* Thir Movement from String Quartet No. 2.

PROGRAM AND TIME	DESCRIPTION
"So You Want to Be——" 5:30–5:45 p.m. EACH WEDNESDAY	Successful persons in all walks of life are the subjects of interviews by youngsters who want to follow in their footsteps. The program is presented with the cooperation of *Young America* magazine. FEBRUARY 1: Dr. Carl Norcross, Board of Education, and Marie Hess, chief stewardess, United Air Lines—"So You Want to Be in Aviation." FEBRUARY 8: Andrew Reinhard—"So You Want to Be an Architect." FEBRUARY 15: John Carter—"So You Want to Be an Opera Singer." FEBRUARY 22: Edward S. Rudloff, president Citizens' National Bank & Trust, Englewood, N. J.—"So You Want to Be a Banker."
"March of Games" 5:15–5:30 p.m. EACH WEDNESDAY AND FRIDAY	Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, 14-year-old master of ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" are featured.
"Let's Pretend" 5:15–5:45 p.m. EACH MONDAY AND THURSDAY	The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented on a new schedule of twice weekly with a cast of child actors. These dramas have been a Columbia children's feature for eight years.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* is presenting its consecutive year of Sunday morning and al noon broadcasts. Services are conducted representatives of the major faiths. FEBRUARY 5: *Morning*—Rev. Charles Le Glenn, Rector of Christ Church (Episcop Cambridge, Mass. *Afternoon*—Rt. Rev. Edw J. Flanagan, Founder and Director of Fat Flanagan's Boys Home, Boys Town, Nebras FEBRUARY 12: *Morning*—Rev. Theodore Vogler, Bryn Mawr Community Church (C gregational), Chicago. *Afternoon*—Ral Abraham J. Feldman, Temple Beth Isr Hartford, Conn. FEBRUARY 19: *Morning*—Rev. Frederick Meyer, D.D., Fordham Lutheran Church, N York City. *Afternoon*—Very Rev. Msgr. Jo W. Keyes, St. James Church (Catholic), Kan City, Mo. FEBRUARY 26: *Morning*—Rev. Paul S. Durha Union Methodist Episcopal Church, St. Lou *Afternoon*—Rev. Finis S. Idleman, D.D., C tral Church of Disciples of Christ, N. Y. C.
"Wings Over Jordan" 9:00–9:30 a.m. EACH SUNDAY	This program of religious talks and spiritu is presented by outstanding Negro leaders a educators and a choir of 35 voices.

PROGRAM AND TIME	DESCRIPTION
"This Is New York" 8:00–9:00 p.m. EACH SUNDAY	The new CBS variety show, "This Is New York," draws its stars and its material directly from the Big City and brings to the microphone such entertainingly divergent personalities as Mayor LaGuardia, Elsa Maxwell, ex-Mayor James J. Walker, Louis Armstrong and Alexander Woollcott. Deems Taylor is the current master of ceremonies, while Leith Stevens and his orchestra supply the music. The entire show is produced by Ed Gardner, who also appears as "Archie," a heckler.
Irene Beasley's R. F. D. #1 2:15–2:30 p.m. MONDAY THRU FRIDAY	This intimate and informal "one-woman" show of music and homely commentary by Irene Beasley is dedicated to America's farm women. One of the features is the Friday "meetin'-day" with guests and studio audience.
Richard Maxwell 9:00–9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY	Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor.
Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.
Bob Byron 8:00–8:15 a.m. MONDAY THRU SATURDAY	Bob Byron helps the Columbia audience to waken in a cheerful mood with his songs, whistling and merry banter.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTI
Saturday Night Swing Club 7:00–7:30 p.m. EACH SATURDAY	With Walter Gross as band director and Allen as swing commentator, the Swing (guests this month include Benny Goodr Artie Shaw, Mildred Bailey, Joe Marsala, Wylie and Bob Crosby.
"The Zany Family" 4:15–4:45 p.m. EACH WEDNESDAY	"The Zany Family", a talented group of s balls, put their family antics on the air, Charley Austen (Poppa Zany) as m.c., Ruth Carhart, Doris Rhodes, Barry Wood Mark Warnow's orchestra.
Ray Block's Varieties 4:15–4:45 p.m. EACH THURSDAY	Ray Block leads his orchestra in these var programs, assisted by guest vocalists rhythm groups.
Al Bernard's Merry Minstrels FRIDAYS, 4:45–5:00 p.m.	A streamlined, modern version of the old-t minstrel show. Al Bernard, long a headline this field of entertainment, is starred.
Jack Berch 10:30–10:45 p.m. EACH TUESDAY	Jack Berch, Columbia's baritone star, is h with the Four Clubmen and Leith Stevens his orchestra in this new weekly program.
National Hillbilly Champions 10:00–10:30 a.m. EACH SATURDAY	Hillbilly music, performed by the nati leading mountaineer group, Pappy Chesh National Hillbilly Champions, is heard Saturday morning from station KMOX.
"Musical Weekly" 10:30–11:00 p.m. EACH WEDNESDAY	Buddy Clark's "Musical Weekly" features Wynn, Joe Sodja and Leith Steven's orche and instrumentalists.

PROGRAM AND TIME	DESCRIPTION
Moods for Moderns 1:30–2:00 p.m. EACH SATURDAY	Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.
CBS Vocalists Various hours MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Ruth Carhart — Genevieve Rowe Ray Heatherton — Jack Shannon Audrey Marsh — Barry Wood Doris Rhodes — Nan Wynn
Deep River Boys, **Eton Boys,** **Four Clubmen** Various hours	These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.
Dance Orchestras Various hours MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for February: Dick Barrie — Herbie Holmes Charles Baum — Paul Kain Ben Bernie — Sammy Kaye Archie Bleyer — Henry King Cab Calloway — Enoch Light Jack Denny — Jack Marshard Jimmy Dorsey — Leighton Noble Glen Gray — Red Norvo George Hamilton — Harry Owens Little Jackie Heller — Ramona

CBS SOUTH AMERICAN PROGRAMS

PROGRAM AND TIME	DESCRIPT
CBS FOREIGN LANGUAGE SCHEDULE TO SOUTH AMERICA	The Columbia Network's program sche to South America, over short-wave stat W2XE (New York) and W3XAU (P delphia), consists of programs designed clusively for South American listeners, as as selected programs heard over the reg network. The exclusively South American grams are listed below, followed by a li some of the regular network programs ca to South America by CBS short-wave.
SPECIAL CBS PROGRAMS SENT TO S. A.	
News in Spanish *Alberto Zalamea* MON. THRU FRI., 6:45–7:00 p.m.	This program of world-wide news even broadcast in Spanish by Alberto Zala well-known journalist who is a nativ Bogota, Colombia.
News in Portuguese *Luis Correa* MON. THRU FRI., 7:15–7:30 p.m.	This news program is reported in Portug by Luis Correa, native Brazilian journa for CBS listeners in Brazil.
Women's Program in Spanish 9:30–9:45 p.m. EACH TUESDAY AND THURSDAY	Presented under the auspices of the Hu Relations Committee of the National Cou of Women of the United States, this series tures news of special interest to the wome Latin and South America.
Cultural News in Spanish 8:30–8:45 p.m. EACH WEDNESDAY	Americo Lugo-Romero is heard each Wed day in a quarter-hour digest of cultural n of special interest to South American listen
News in Spanish *Americo Lugo-Romero* SAT. AND SUN., 6:45–7:00 p.m.	World-wide and cultural news of special in est to central South American listeners is ported twice weekly by Americo Lugo-Rom

	PROGRAM AND TIME	DESCRIPTION
SPECIAL CBS PROGRAMS SENT TO S. A.	**Carmen Castelo's Broadway Column in Spanish** FRIDAY, 6:30–6:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.
	Town Hall Concerts, with Spanish Program Notes 8:30–10:30 p.m. FEBRUARY 4 AND 22	By special arrangement with Town Hall, Inc. in New York City, CBS broadcasts concert programs to South America at regular intervals. This month's schedule: FEBRUARY 4: Noemi Bittencourt, soprano. FEBRUARY 22: The New York Philharmonic-Symphony String Quartet.
	Popular and Light Music Announced in Spanish MONDAY THRU SUNDAY	Programs of dance music, announced in Spanish, are broadcast several times daily over both W2XE and W3XAU.
TYPICAL CBS NETWORK PROGRAMS SENT TO S. A.	**New York Philharmonic-Symphony Orchestra, with Spanish Program Notes** SUNDAY, 3:00–5:00 p.m.	The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America, with program comments announced in Spanish.
	Other Program Highlights *Various hours* MONDAY THRU SUNDAY	SUNDAYS: Church of the Air; Americans All, Immigrants All; Sunday Evening Hour. MONDAYS: Curtis Institute; Radio Theater. TUESDAYS: Current Questions. WEDNESDAYS: Star Theater. THURSDAYS: Major Bowes. FRIDAYS: Orson Welles. SATURDAYS: Prof. Quiz.

ADDENDA: JANUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week t week, sometimes day to day, and even, on occasion, hour to hou basis. One result of this flexibility and timeliness is the followin partial list of *January* programs which were arranged too late fo inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

● JANUARY 3: George H. Davis, president of the U. S. Chamber of Commerce, told "What Business Asks of Congress," 10:45–11 p.m.

● JANUARY 5: Erwin Canham of the *Christian Science Monitor*, analyzed the President's budget message, 2:15–2:30 p.m.

● JANUARY 6 AND 10: Bishop James Hugh Ryan of Omaha and the Rev. Dr. Maurice Sheehy of Catholic University spoke from Rio de Janeiro January 6, 10:45–11 p.m., and from Buenos Aires, January 10, 6:45–7 p.m.

● JANUARY 7: Governor Culbert L. Olson (D) of California, gave his decision pardoning Tom Mooney, 2:30–2:45 p.m.

● JANUARY 11: Dr. Ben M. Cherrington of the State Department, Benjamin Cohen of the Chilean Foreign Office, Dr. Herbert G. Bolton of the University of California, and several American delegates to the first Inter-American Conference on Intellectual Co-operation, discussed the work from Santiago, 6–6:15 p.m.

● JANUARY 12: Erwin Canham analyzed the President's armaments message, 2:15–2:30 p.m.

Paul Reynaud, French Finance Ministe maintained "France Is Sound." 6:45–7 p.m

● JANUARY 13: The "appeasement" trip Prime Minister Neville Chamberlain t Premier Mussolini in Italy was described i two broadcasts from Rome. On January 1 Father Delaney described Mr. Chambe lain's visit to Pope Pius XI, 11–11:05 a.m and Shirer spoke of the Chamberlai Mussolini meetings, 3–3:15 p.m.

● JANUARY 14: Representative Clarenc Cannon (D) of Missouri discussed "The R lief Appropriation." 10:45–11 p.m.

● JANUARY 16: Harry B. Mitchell, preside of the U. S. Civil Service Commission, spok on "Civil Service and Democracy," on th 56th anniversary of the Civil Service la 5–5:15 p.m.

● JANUARY 17: Dorothy Thompson gave "Re-declaration of American Faith." 6:45 7 p.m.

● JANUARY 20: "What's Next in Europe was pondered by H. V. Kaltenborn, Mauri Hindus, Edward R. Murrow and Bob Trou with a cable from William L. Shirer i Geneva. 10:45–11 p.m.

● JANUARY 21: Mrs. Franklin D. Rooseve

oposed "Education in Democracy," 2:30–45 p.m.

"The WPA" was the subject of Senator aude Pepper (D) of Florida. 10:45–11 m.

JANUARY 22: Jacques Kayser, vice-presi-nt of the French Radical-Socialist party, is interviewed here by Pierre Bedard on "rench-Italian Relations," 10:45–11 p.m.

JANUARY 23: Prime Minister Neville hamberlain spoke from London at the ational Service Air Raids Precaution Rally, 25–4:40 p.m.

JANUARY 24: Representative Wright Pat-an (D) of Texas advocated "The Patman hain Store Bill," 10:45–11 p.m.

JANUARY 27: "Education—the First Line Defense" was the topic of Dean Carl W. kerman of the Columbia School of Jour-alism. 4:45–5 p.m.

Robert Okin, AP correspondent, speaking om Perpignan, described Barcelona under ranco. 6:05–6:15 p.m.

JANUARY 28: Prime Minister Chamber-in discussed the role of the democracies in e international scene. 4:30–5 p.m.

Charles Foltz, AP correspondent, described e flight of 20,000 refugees from Spain into rance. 6:15–6:30 p.m.

Senator Rush D. Holt (D) of West Vir-nia called "WPA—A Paradise for Bosses," 0:45–11 p.m.

PECIAL EVENTS

JANUARY 7: The Frances Willard Cente-ary Celebration began with an informal round table discussion of her career by Mrs. Ida B. Wise Smith, Mrs. Marion Strader, Miss Celia Howard, Mrs. Catherine Waugh McCullough, Mrs. J. DeForest Richards and Dr. Walter Dill Scott, president of Northwestern University. 2:45–3:15 p.m.

● JANUARY 9: The Providence, R. I., Safety Celebration, featured Governor William H. Vanderbilt and Burton Marsh, director of Safety for the American Automobile Association. 2–2:30 p.m.

● JANUARY 14: Governor James V. Allred (D) of Texas, conferred honorary commissions in the Texas Rangers to the musical "Texas Rangers," for two years a Columbia Network feature. 3:30–4 p.m.

● JANUARY 22: "The March of Dimes" for the infantile paralysis campaign, had an hour program from Hollywood, with stars of screen and radio. 11–12 midnight.

● JANUARY 28: Governor Harold E. Stassen (R) of Minnesota, Mayor William Fallon of St. Paul and Carl Gray, executive vice-president of the Omaha Railroad, were among those participating in the opening ceremonies of the annual St. Paul Winter Carnival, broadcast from the St. Paul Auditorium. 4–4:30 p.m.

● JANUARY 30: CBS coverage of the Presidential Birthday Celebrations the country over included the President's speech, 11:30–11:45 p.m., talks by several other officials of the Infantile Paralysis Committee, a glimpse of the "Hardy Family" with Robert Young in Hollywood, and music by Paul Whiteman from Washington, Fred Waring from Philadelphia, and Meyer Davis from New York, 11:15–12 midnight.

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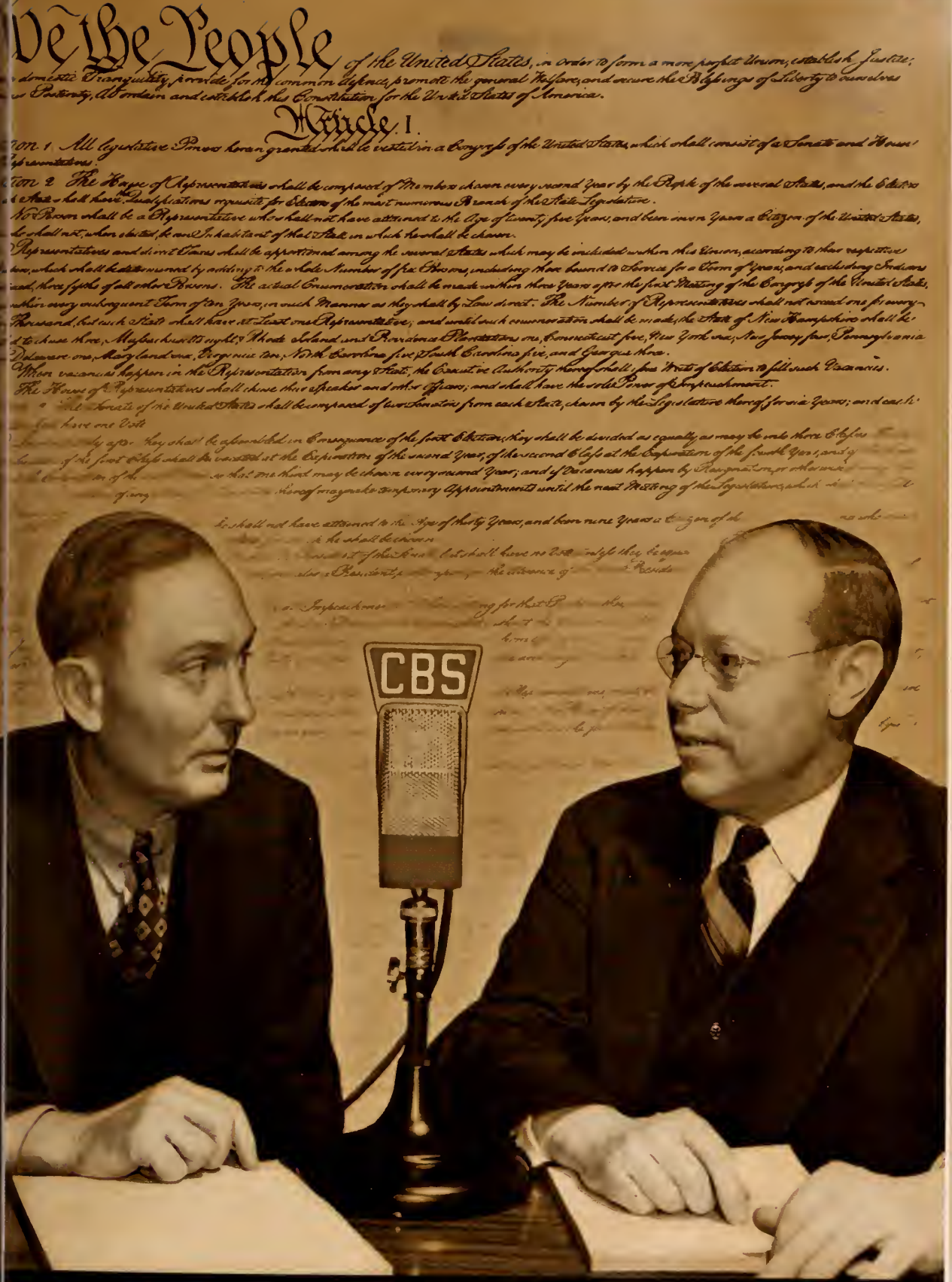

DEMOCRACY AT THE MICROPHONE: Rep. T. V. Smith (D), left, and Senator Robert Taft (R), right, discuss national problems weekly. See page 26.

CBS PROGRAM BOOK • MARCH, 1939

WABC's *Local* Business Surges UP! (See page 23)

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THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

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PROGRAM	TIME	AGENCY	ON CBS*
The Romance of Helen Trent *Serial drama* (See also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	273 Weeks
Your Hit Parade Max Warnow's Orchestra, Lanny Ross, Raymond Scott's Quintet, Kay Lorraine and the Songsmiths *Popular music and vocalists*	Saturday 10:00–10:45 p.m. ORIGINATES: WABC	Lord & Thomas	148 Weeks
Bye Bye Bernie and All the Lads with Lew Lehr *Music and comedy*	Sunday 5:30–6:00 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	
Sophie Tucker and Her Show *Musical*	Mon., Wed., Fri. 6:45–7:00 p.m. *Rebroadcast* *Mon., Wed., 12:30–12:45 a.m.; Fri., 1–1:15 a.m.* ORIGINATES: WABC	Lord & Thomas	
Our Gal, Sunday *Serial drama* (See also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	109 Weeks
Second Husband with Helen Menken, presented by the Famous Actors' Guild *Dramatic*	Tuesday 7:30–8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	390 Weeks
The Romance of Helen Trent *Serial drama* (See also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	198 Weeks

** figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODU
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave Concentrated Super Suds

PROGRAM	TIME	AGENCY	ON CBS*
cher Wiley	Thursday 12:45–1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	8 Weeks
it Nighter it Barbara Luddy and es Tremayne *ama at the "Little Theater* *Times Square"*	Friday 8:00–8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	57 Weeks
a pbell Playhouse rn Welles, director; nguest stars *amatizations*	Friday 9:00–10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	221 Weeks
r Christian ta ing Jean Hersholt *ramatic*	Tuesday 10:00–10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	47 Weeks
or Bowes' **rginal Amateur Hour** *nateurs, with* Major Bowes *Master of Ceremonies*	Thursday 9:00–10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	156 Weeks
ate Ask-It Basket ir McWilliams, MC *uestions and answers*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	97 Weeks
g Busters *plice-file dramatizations*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: WABC		155 Weeks
t and Marge *rial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* ORIGINATES: WABC		156 Weeks

The gures indicate the total number of weeks
n hich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Palmolive Soap Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DUART MANUFACTURING COMPANY	"Creme of Milk" Face Cre Lotion, Lipstick, Cosmetic
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
Hilltop House ta ing Bess Johnson *ramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	159 Weeks
tomother *ramatic serial*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	97 Weeks
Wonder Show ta ing Jack Haley, Lucille Ball, Vi inia Verrill, Artie Auerbach an Ted Fio-Rito's Orchestra *Iusic and comedy*	Friday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* ORIGINATES: KNX	Benton & Bowles, Inc.	206 Weeks
Itty Kitty Kelly *erial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* ORIGINATES: WABC		
helor's Children *erial drama*	Mon. thru Fri. 9:45–10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunnyng-ham, Inc.	218 Weeks
blem Clinic	Sunday 2:30–3:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	7 Weeks
alcade of America T mas Chalmers, narrator; B il Ruysdael, commentator: D Voorhees' Orchestra a dramatic cast	Monday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	155 Weeks
Tie-Up Time st ring Walter O'Keefe, Al re Kostelanetz's Orchestra, K Thompson's Rhythm Singers a guest stars *Musical variety*	Thursday 10:00–10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	7 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Sanka Coffee Huskies Calumet Baking Powder Swans Down Cake Flour Post Toasties

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
le llines on Parade it Knox Manning *ws*	†Monday 5:30–5:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	67 Weeks
u day Evening Hour 'o Symphony Orchestra and h us, Eugene Ormandy*, con-uor. *Guest Soloists:* ACH 5: Robert Virovai ACH 12: Bidu Sayao ACH 19: Walter Gieseking ACH 26: Richard Tauber *mphonic music, and talks by J. Cameron* B March 26, Franco Ghione is onictor	Sunday 9:00–10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	257 Weeks
Vethe People it Gabriel Heatter, Harry von Zell nGuests *al-life experiences*	Tuesday 9:00–9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	210 Weeks
oPenner it Dick Ryan, Gay Seabrooke, ony Lane, Margaret Brayton, o Atwell, Lillian Randolph, Joe 'o and Ben Pollack's Orchestra *medy and music*	Thursday 7:30–8:00 p.m. *Rebroadcast 8:30–9:00 p.m.* ORIGINATES: KNX	Benton & Bowles, Inc.	
Ka Smith Hour it Abbott and Costello, comedians; T Aldrich Family," comedy er l, Ted Straeter Choir, Jack Ai er's Orchestra and guest stars *riety show*	Thursday 8:00–9:00 p.m. *Rebroadcast 11:30–12:30 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	
oE. Brown it Frank Gill and Bill Demling, ordians, Paula Winslow, Ma aret McCrae, vocalist and Ha y Sosnik's Orchestra *medy and music*	Saturday 7:30–8:00 p.m. *Rebroadcast 11:00–11:30 p.m.* ORIGINATES: KNX	Benton & Bowles, Inc.	

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CBS SPONSORED PROGRAMS

CLIENT	PROD
GENERAL FOODS CORPORATION *Continued*	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Institutional Advertising Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
Margaret McBride *Radio columnist*	Mon., Wed., Fri. 12:00–12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	210 Weeks
Smith—Noonday Chats *News and features*	Tues., Thurs., Sat. 12:00–12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
and Abner *Comedy sketches*	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* ORIGINATES: KNX	Young & Rubicam, Inc.	
enborn Comments *News*	Sunday 10:30–10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	450 Weeks
Grouch Club with Jack Lescoulie *Comedy*	†Tuesday 9:30–10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	
lywood Guild with screen stars as guests; George Murphy, MC, and Oscar Bradley's Orchestra *Variety and drama*	Sunday 7:30–8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	264 Weeks
Honolulu Bound starring Phil Baker, "Bottle". Andrews Sisters and Eddie Duchin's Orchestra *Comedy, musical*	Saturday 9:00–9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	7 Weeks
It Can Be Done Edgar A. Guest, poet-philosopher, presenting dramatized lives of famous guests *Poetry and drama*	Wednesday 10:30–11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	61 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PROD
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS*
Hr Honor, Nancy James c tarring Barbara Weeks and N l Wever *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. ORIGINATES: WABC	Lord & Thomas	87 Weeks
Si er Theater C rad Nagel, narrator-director, wi guest stars of stage and screen *Dramatic*	Sunday 6:00–6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	70 Weeks
H vie Wing *Aviation Adventure*	Mon. thru Fri. 6:15–6:30 p.m. *Rebroadcast* *8:15–8:30 p.m.* ORIGINATES: WABC	J. Walter Thompson Company	45 Weeks
O Gal, Sunday *erial drama* (S also ANACIN COMPANY)	Thurs. and Fri. 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	376 Weeks
G Lombardo and his O hestra *Popular music*	Monday 10:00–10:30 p.m. ORIGINATES: WABC	Lord & Thomas	273 Weeks
G nd Central Station *Dramatic sketches*	Friday 10:00–10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	87 Weeks
T Lux Radio Theatre w stars of stage and screen *Drama;* Cecil B. DeMille, *director*	Monday 9:00–10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	171 Weeks
B Town st ring Edward G. Robinson, w Claire Trevor *Dramatic*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 a.m.* ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	136 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
LEVER BROTHERS COMPANY *Continued*	Lifebuoy
	Rinso
	Spry
	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene

PROGRAM	TIME	AGENCY	ON CBS*
Al Jolson Show* vi Martha Raye, Parkyakarkus, Lu Gluskin's Orchestra, Guest Stars *omedy and music* B. March 21, Dick Powell acts as MC	Tuesday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	136 Weeks
Bi Sister vi Alice Frost and Martin Gabel *erial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* ORIGINATES: WABC		129 Weeks
Ant Jenny's Real Life Stories *ramatic*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* ORIGINATES: WABC		111 Weeks
The Life and Love of Dr. Susan *ramatic*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* ORIGINATES: WABC	J. Walter Thompson Co.	3 Weeks
Paul Whiteman and his Orchestra, with Joan Edwards, The Modernaires and Fred Uttal *Musical Variety*	Wednesday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	320 Weeks
Burns and Allen wi Frank Parker, Ray Noble's Orchestra and Paul Douglas *omedy and music*	Friday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: KNX		
Mody and Madness wi Robert Benchley and Artie Shaw's Orchestra *ariety*	Sunday 10:00–10:30 p.m. ORIGINATES: WABC	Lennen & Mitchell, Inc.	225 Weeks
Joce Jordan, Girl Interne *erial drama*	Mon. thru Fri. 9:30–9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	70 Weeks

*7 *figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PROD
MENNEN COMPANY	Mennen drug products
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
Th People's Vote it Sam Hayes	†Monday 8:00–8:15 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	35 Weeks
r essor Quiz it Bob Trout	Saturday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: KNX March 4, 11, 18	Ruthrauff & Ryan, Inc.	43 Weeks
Th Mighty Show *g-top drama*	Mon. thru Fri. 5:45–6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	51 Weeks
Do Barclay's Daughters *rial drama*	Mon. thru Fri. 2:00–2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	69 Weeks
Sa rday Night Serenade M y Eastman, soprano; Bill Perry, en and Gustav Haenschen's Or estra and Chorus *usical*	Saturday 9:30–10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	278 Weeks
M y Lee Taylor ho e economist *ousehold advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* ORIGINATES: KMOX		
Jonny Presents Jo ny Green's Orchestra, Dramatiz! Short Stories, Floyd Sherman, Rcer Kinney, Genevieve Rowe, "Everly", Glenn Cross, Ray Bloch's Sw g 14 *ariety and dramatic interludes*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* ORIGINATES: WABC	The Biow Company, Inc.	129 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODU
THE PROCTER & GAMBLE COMPANY	Oxydol
	Ivory
	Chipso
	Crisco
	Drene
	Chipso
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Toba
RIO GRANDE OIL, INC.	Petroleum Products

†† *Columbia California Network On*

PROGRAM	TIME	AGENCY	ON CBS
The Goldbergs *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	222 Weeks
Life Can Be Beautiful *Serial drama*	1:15–1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life *Serial drama*	1:30–1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours *Serial drama*	1:45–2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Jimmie Fidler *Hollywood commentator*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *10:30–10:45 p.m.* ORIGINATES: KNX	H. W. Kastor & Sons	
Manhattan Mother *Serial drama* (Starts March 6)	Mon. thru Fri. 9:15–9:30 a.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Eddie Cantor's Camel Caravan with Bert Gordon, Sid Fields, Bert Parks and Edgar Fairchild's Orchestra *Comedy and music*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* ORIGINATES: KNX	William Esty & Company, Inc.	296 Weeks
Benny Goodman's Orchestra with Johnny Mercer, singer *Music and guests*	Tuesday 9:30–10:00 p.m. ORIGINATES: ON TOUR		
Calling All Cars *Police file dramatizations*	††Friday 7:30–8:00 p.m. PST *Beginning, March 30, Thursday, 8–8:30 p.m.* ORIGINATES: KNX	Hixson-O'Donnell, Inc.	108 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PROD
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
UNITED STATES RUBBER COMPANY	Rubber products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS
I Want A Divorce *Dramatic*	†Thursday 9:30–9:45 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	20 Weeks
Texaco Star Theater Jan Murray, MC; Charlie Ruggles, Frances Langford, Ned Sparks, Jenny Baker, Texaco Star Chorus, Tommy Wallington, David Broekman's Orchestra *Musical, variety, dramatic*	Wednesday 9:00–10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	99 Weeks
Raymond Paige, Men and a Girl *Musical*	Wednesday 10:00–10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	30 Weeks
Model Minstrels with Tom Howard and George Shelton, the Eton Boys and Ray Bloch's Orchestra *Comedy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: WABC	Arthur Kudner, Inc.	196 Weeks
Gateway to Hollywood *Motion-picture talent quest*	Sunday 6:30–7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	353 Weeks
Scattergood Baines *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *5:00–5:15 p.m.* ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

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WABC SPONSORED PROGRAMS

CLIENT	PRODU
BOSCO COMPANY	Bosco (Milk Amplifier)
BULOVA WATCH COMPANY	Bulova Watches
CAMPBELL SOUP COMPANY	Campbell's Clam Chowder
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
B. FISCHER COMPANY	Astor Coffee
HORN & HARDART COMPANY	Automat Restaurants
THOMAS LEEMING COMPANY	Baume Bengué
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Olson Rugs
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
PETER PAUL, INC.	Mounds Candy Bars
PRACTICAL AIRCRAFT & DIESEL TRAINING, INC.	Correspondence Course

PROGRAM	TIME	AGENCY	ON WABC*
P. News	Mon. thru Sat. 9:25–9:30 a.m.	Kenyon & Eckhardt, Inc.	4 Weeks
ie Signals	Mon. thru Sun. 10 Times daily	The Biow Company	495 Weeks
Cidensed News	Mon. thru Sat. 6:00–6:05 p.m.	Ward Wheelock Company	7 Weeks
W're Steppin' Along Bld Hulick, MC; Jimmy Shields, teor; Ed Smalle's "Enna-Jettick Seen" and D'Artega's Orchestra	Saturday 9:30–10:00 p.m.	Marschalk & Pratt, Inc.	2 Weeks
Te Morning Almanac, feuring Phil Cook	Tues., Thurs., Sat. 7:30–7:45 a.m.	Neff-Rogow, Inc.	8 Weeks
Cildren's Hour	Sunday 10:30–11:30 a.m.	The Clements Company	412 Weeks
Bhard Maxwell, teor-philosopher	Tues., Thurs., Sat. 9:00–9:15 a.m.	Wm. Esty & Company, Inc.	46 Weeks
Te Morning Almanac, feturing Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow, Inc.	7 Weeks
Erly Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	13 Weeks
Ine for the Day	Mon., Wed., Fri. 8:05–8:10 a.m.	Presba, Fellers & Presba, Inc.	6 Weeks
Eckers Sports Review	Tues., Thurs., Sat. 6:05–6:15 p.m.	Stack-Goble Agency	1 Week
Cldities in the News	Mon. thru Sat. 8:00–8:05 a.m.	Platt-Forbes, Inc.	20 Weeks
Ur Opportunity	Saturday 6:15–6:30 p.m.	Richard, Mulberger & Hicks, Inc.	1 Week

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CBS SUSTAINING PROGRAMS

The programs "By Columbia" for March are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. PUBLIC AFFAIRS . . . . . *Page 26*

2. SPECIAL EVENTS . . . . . *Page 28*

3. EDUCATIONAL PROGRAMS . . . *Page 30*

4. DRAMATIC SERIES . . . . . *Page 35*

5. SERIOUS MUSIC . . . . . *Page 36*

6. CHILDREN'S PROGRAMS . . . . *Page 39*

7. RELIGIOUS BROADCASTS . . . . *Page 40*

8. PERSONALITIES . . . . . *Page 42*

9. LIGHT MUSIC . . . . . *Page 43*

ADDENDA: FEBRUARY PROGRAMS . . . . . *Page 45*

PROGRAM AND TIME	DESCRIPTION
Foundations of Democracy 6:30–7:00 p.m. EACH TUESDAY	Columbia presents Senator Robert A. Taft (R) of Ohio and Representative T. V. Smith (D) of Illinois in a new and important series of talks on economic and social questions, intended to demonstrate "that the democratic method of mutual criticism and controversy is, at its best, not destructive but constructive." The March schedule: MARCH 7: "Congress—Showmanship and Statesmanship." MARCH 14: "The Executive—Tradition or Initiative?" MARCH 21: "The Courts—Umpire or Guide?" MARCH 28: "The States—Sovereign or Subsidiary?"
Lyman Bryson 10:45–11:00 p.m. THURSDAY, MARCH 2	"Educators View America's Future" is the subject of Professor Lyman Bryson, summarizing the convention of the American Association of School Administrators.
150th Anniversary of Congress 12 noon–1:15 p.m. SATURDAY, MARCH 4	President Roosevelt addresses a joint session of Congress, gathered together in celebration of the 150th anniversary of the first United States Congress. Other prominent figures participating include Chief Justice Charles Evans Hughes, Senator Key Pitman (D) of Nevada, president pro tempore of the Senate, Speaker of the House William B. Bankhead, and Gladys Swarthout and John Charles Thomas, who sing in the House of Representatives.
Governor Bricker 10:45–11:00 p.m. SATURDAY, MARCH 4	Governor John W. Bricker (R) of Ohio speaks on "The 150th Anniversary of the First Convention of Congress" from Columbus.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTI
Charles P. Melvoin 10:45–11:00 p.m. TUESDAY, MARCH 7	Charles P. Melvoin, C. P. A., of DePaul U versity, helps Columbia's listeners with come Tax Economies" for the third year.
William O. Douglas 2:30–3:00 p.m. SATURDAY, MARCH 25	William O. Douglas, chairman of the Se ities and Exchange Commission, addresses National Democratic Club of New York.
Saluting the World's Fair 1:30–2:00 p.m. EACH SUNDAY	The rulers and heads of seventeen nations j in a weekly series of salutes to the New Y World's Fair 1939. The schedule for Mar MARCH 5: Yugoslavia. MARCH 12: Italy. MARCH 19: Hungary. MARCH 26: Poland.
Current Questions Before Congress *The Senate*—5:00–5:15 p.m. EACH TUESDAY *The House*—5:00–5:15 p.m. EACH THURSDAY	Leading members of the Senate and of House of Representatives discuss, in separ weekly broadcasts, current legislation a business under consideration by their bod Speakers are selected for their special kno edge of the issues involved.
"Today" with Bob Trout 6:30–6:45 p.m. MONDAY, WEDNESDAY, THURSDAY, FRIDAY	Bob Trout, Columbia's ace reporter, tells story of what's going on in the world "Toda in his daily news broadcasts. Trout speaks fr Hollywood until March 17.
Capitol Opinions 10:45–11:00 p.m. EACH SATURDAY AND SUNDAY	Members of Congress and government offici participate in these discussions of problems f national interest. The programs originate t WJSV, Columbia's station in Washington.

PROGRAM AND TIME	DESCRIPTION
Papal Election Various Hours BEGINNING MARCH 1	The Papal election, beginning on the first of March with the Conclave of Cardinals, is covered by Columbia direct from the Vatican, where William L. Shirer and Thomas Grandin describe developments to America.
Yankee Clipper Christening 3:00–3:30 p.m. 4:15–4:30 p.m. FRIDAY, MARCH 3	The new Pan American Yankee Clipper, largest commercial plane ever built, which will be used for trans-Atlantic service, is christened in Washington by Mrs. Franklin D. Roosevelt. Speakers include Postmaster General James A. Farley, and Senator Josiah W. Bailey (D) of North Carolina. Later Mrs. Roosevelt and others make a test flight, during which a conversation from plane to ground is heard.
Widener Cup 4:15–4:45 p.m. SATURDAY, MARCH 4	The $50,000 Widener Challenge Cup, held at Hialeah Park, Miami, brings together Stagehand, Pasteurized, Bull Lea and perhaps War Admiral, in a mile and a quarter thriller described by Bryan Field.
Santa Anita Handicap 7:00–7:30 p.m. SATURDAY, MARCH 4	Columbia takes its audience from Florida to California for the $100,000 Santa Anita Handicap. Filled with an assortment of thoroughbreds from the United States and the Argentine, this race is described by race caller Joe Hernandez.
Girl Scouts' 27th Anniversary 4:15–4:45 p.m. WEDNESDAY, MARCH 15	The national "Birthday Party" of the Girl Scouts, is broadcast by Columbia, featuring Alice Frost, Jessica Dragonette and Morton Downey. Mrs. Herbert C. Hoover and Mrs. Frederick H. Brooke, president of the Scouts, are the guests of honor.

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTI
Armstrong-Feldman Title Bout 11:00–12 midnight THURSDAY, MARCH 16	France Laux returns to Columbia's mike a fight reporter again as he describes the fifte round title bout between Henry Armstro world's light and welterweight champion a Lew Feldman, challenger, in St. Louis.
American Legion 20th Anniversary 11:00–11:15 a.m. FRIDAY, MARCH 17	Columbia brings to its American audienc broadcast of the ceremonies during the veiling of a plaque, in Paris, commemorat the 20th anniversary of the American Legi
President DeValera 4:15–4:45 p.m. FRIDAY, MARCH 17	President Eamon DeValera of Ireland spe to America in a special St. Patrick's Day p gram, with Irish music from Dublin.
University of Michigan Centennial 3:00–3:45 p.m. SATURDAY, MARCH 18	The centennial of the University of Mic gan, the first state university, features Sena Arthur H. Vandenberg (R) of Michigan a Attorney-General Frank Murphy, speaki from Washington, Professor Lyman Brys and Benny Friedman, famed Michigan ba field star, who will throw an "aerial pass" fr New York to his old receiver, Benny Oost baan, at Ann Arbor.
Refugee Program 10:45–11:00 p.m. TUESDAY, MARCH 21	Columbia carries a special program in c nection with the drive for funds to aid refug from lands of persecution.
President Lebrun in London 6:45–7:00 p.m. THURSDAY, MARCH 23	Edward R. Murrow, Columbia's Europe director, describes the reception in London President Albert Lebrun of France, and c cusses the significance of Lebrun's visit.

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S. J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Americans at Work 7:00–7:30 p.m. EACH SATURDAY	Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The March schedule: MARCH 4: The Carpenter. MARCH 11: The Barber. MARCH 18: The Auto Worker. MARCH 25: The Florist.
The People's Platform 7:00–7:30 p.m. EACH SUNDAY	Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas. MARCH 5: "Amend the Neutrality Law?" MARCH 12: "How Shall Labor Disputes Be Settled?" MARCH 19: "Is the League of Nations a Failure?" MARCH 26: "Increase the National Debt?"

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTI
Of Men and Books 4:45–5:00 p.m. EACH WEDNESDAY	Current books and authors are discussed by F fessor John T. Frederick of the Medill Sch of Journalism at Northwestern University. MARCH 8: Books by George W. Bagby and V liam Murrell. MARCH 15: Social action books by Lyn Bryson, Lewis Mumford, Chester M. Wri and H. A. Overstreet. MARCH 22: Works by Gordon Dunthorne a Allison Dorrance. MARCH 29: Humorous fiction by E. B. Wh William March and Don Marquis.
Adventures in Science 7:15–7:30 p.m. EACH THURSDAY	Watson Davis interviews prominent scient on these programs presented in cooperati with Science Service, Inc. MARCH 2: Professor George D. Stoddard, Io State University: "Cultivating the Chil Mind." MARCH 9: Dr. Otto Struve, Chicago U.: "T Important Exploration of the Universe."
Men Behind the Stars 5:15–5:30 p.m. EACH FRIDAY	The lives and discoveries of astronom throughout the ages are dramatized in t series, presented by Prof. William H. Bart Jr. of the Hayden Planetarium, and Ha Christian Adamson of the American Museu MARCH 3: Bessel. MARCH 10: Arabian Astronomers. MARCH 17: Horrox. MARCH 24: Hall. MARCH 31: Schiaparelli.

PROGRAM AND TIME	DESCRIPTION
American School of the Air 2:30–3:00 p.m. MONDAY THRU FRIDAY	The AMERICAN SCHOOL OF THE AIR is in its tenth consecutive season on the Columbia Network. Among the groups cooperating are the National Education Association, the Progressive Education Association, the National Council of Teachers of English and the American Library Association. The schedule for each school-day of the month: Mondays—*Frontiers of Democracy.* MARCH 6: Merging Streams. MARCH 13: Keeping Them Alive. MARCH 20: Our Aging Population. MARCH 27: The Emergence of Women. Tuesdays—*Music and the Friendly Arts.* MARCH 7: Music and Poetry (Poetry Settings). MARCH 14: Music and Poetry (Tone Poems). MARCH 21: Music and Drama (Incidental Music). MARCH 28: Music and Drama (Opera). Wednesdays—*New Horizons.* MARCH 1: Haunts of the Gorilla. MARCH 8: Descendants of the Mutineers. MARCH 15: The Frozen Continent. MARCH 22: Jungle Corners. MARCH 29: Empire of the Feathered Serpent.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPT
American School of the Air *(Continued)*	Thursdays—*This Living World.* MARCH 2: "Democracy" (broadcast from ual Training High School). MARCH 9: "Labor Relations" (from Commercial High School). MARCH 16: "Immigration" (from Cleveland High School). MARCH 23: Program from Girls' High Sc MARCH 30: Program from Evander C High School. Fridays—*Tales from Far and Near.* MARCH 3: Laura Benet: "The Hidden Vall MARCH 10: Elizabeth Coatsworth—"The With the Parrot." MARCH 17: Richard Bennett—"Shawneen the Gander." MARCH 24: Berta and Elmer Hader—" Butter." MARCH 31: Charles J. Finger—"Give a M. Horse."
What Price America? 5:00–5:30 p.m. EACH SATURDAY	The story of the natural resources of Ame —their original abundance, gradual deple and present efforts at conservation—is through dramatizations presented by CB cooperation with the U. S. Dept. of Inte

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
Highways to Health 4:00–4:15 p.m. EACH TUESDAY 4:30–4:45 p.m. TUESDAY, MARCH 7	The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary of the Medical Information Bureau, is in charge. MARCH 7: Dr. George C. Andrews, Chief Dermatologist, Vanderbilt Clinic: "Skin Troubles of the Young." MARCH 14: Dr. Anthony Bassler, Consulting Gastroentrologist, St. Vincent's Hospital: "Can Emotional Disturbance Cause Indigestion?" MARCH 21: Dr. Russell Cecil, Professor of Clinical Medicine, Cornell University Medical College: "Chronic Arthritis." MARCH 28: Dr. Conrad Berens, New York Eye and Ear Infirmary: "Must I Wear Glasses—and All the Time?"
"Americans All—Immigrants All" 2:00–2:30 p.m. EACH SUNDAY	This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts. MARCH 5: Italians in America (Mayor La-Guardia, guest speaker). MARCH 12: Near Eastern People. MARCH 19: Other Groups. MARCH 26: Contributions in Industry.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTI
The Columbia Workshop 10:30–11:00 p.m. EACH MONDAY	*The Columbia Workshop*, now in its third presents unusual radio dramas, employin latest broadcasting techniques. MARCH 6: "The Winged Victory," by D Redstone, directed by Brewster Morgan. MARCH 13: "In the Train," adapted by H Hunt, directed by Norman Corwin. MARCH 22: "A Letter from Home," by Ch R. Jackson, directed by William N. Robso MARCH 29: "Flight from Home," by Wil Merrick, directed by Norman Corwin.
Ray Collins in "County Seat" 7:00–7:15 p.m. MONDAY THRU FRIDAY	Ray Collins, one of radio's foremost ac stars in this new dramatic series as "I Hackett, small town druggist. The stor "County Seat" is written by Milton Ge
Norman Corwin's "Words Without Music" 2:30–3:00 p.m. EACH SUNDAY	*Words Without Music* was introduced i Columbia Workshop performance. Dire by Norman Corwin, these unusual progr experiment with the drama of words and to vitalize poetry for a larger audience.
Men Against Death 2:00–2:30 p.m. EACH SATURDAY EXCEPT MARCH 4	The heroes of Paul de Kruif's well-kn books are brought to life in dramas prese in association with the Federal Theater's R Division. Brewster Morgan directs, Leo taine adapts, Charles Paul is organist.
Four Corners Theater 10:30–11:00 p.m. EACH SATURDAY	Drama which has played to America's r audiences in more performances than greatest Broadway hits is featured on the s of Columbia's *Four Corners Theater*, duced by Earle McGill.

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra 3:00–5:00 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra is now playing its ninth consecutive season as an exclusive Columbia Network feature. John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. From Carnegie Hall this month: MARCH 5: *Schubert:* Overture to "Rosamunde"; *Brahms:* Symphony No. 3; *Chausson:* Poeme for Violin and Orchestra and *Ravel:* Tzigane for Violin and Orchestra, JOSEPH KNITZER, violinist; *Weinberger:* Polka and Fugue from "Schwanda." MARCH 12: *Weber:* Overture to "Oberon"; *Beethoven:* "Emperor" Concerto, ARTUR SCHNABEL, pianist: *Bach:* Brandenburg Concerto No. 3; *Elgar:* Variations on an Original Theme from "Enigma." MARCH 19: *Handel:* Concerto Grosso for Strings No. 6; *Saint-Saëns:* Piano Concerto No. 2, ARTUR RUBINSTEIN, pianist: *De Falla:* "Nights in the Gardens of Spain," Symphonic Impressions for Piano and Orchestra; *Borodin:* Polovetsian Dances from "Prince Igor." MARCH 26: *Beethoven:* Overture to "Egmont"; *Brahms:* Double Concerto for Violin and 'Cello, ALBERT SPALDING, violinist and GASPAR CASSADO, 'cellist; *Schubert:* Symphony No. 4 in C minor ("Tragic"); *Wagner:* Overture to "The Flying Dutchman."

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTI
Curtis Institute of Music 3:00–4:00 p.m. EACH MONDAY	The Curtis Institute of Music is presenti a series of thirty Monday concerts in its t consecutive season on CBS. Distinguished ulty members and students perform. Chan music groups are directed by Dr. Louis Ba and the Curtis Symphony Orchestra is ducted by Fritz Reiner. A new feature is m commentary by students of the Institute.
Music of the Restoration 5:00–5:30 p.m. EACH MONDAY	Bernard Herrman conducts the Colum Chamber Orchestra in music of the Rest tion period, featuring the quartets of Matt Locke and music of Purcell, Young and oth
Story of the Song 3:30–4:00 p.m. EACH TUESDAY EXCEPT MARCH 7	Each week outstanding singers of the con stage are presented in selections from e treasury of songs in English. Genevieve Ro soprano; Ruth Carhart, contralto; Mor Bowe, tenor and Hubert Hendrie, baritone
Cincinnati Symphony Children's Concert MARCH 7, 3:30–4:30 p.m.	Eugene Goosens directs the Cincinnati S phony Orchestra in the final of five Tues young people's concerts.
"Music for Fun" 5:00–5:30 p.m. EACH TUESDAY	Music designed to please younger listener as well as the family group is presented on is series under the direction of Howard Barl Children appear on each program to exp s their reactions to the music, with Will n Spier acting as interviewer.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Indianapolis Symphony Orchestra WEDNESDAY, 3:00–4:00 p.m.	Fabien Sevitzky conducts the Indianapolis Symphony Orchestra in these hour concerts. On March 1, he performs the Haydn Symphony No. 17 in F major.
Keyboard Concerts 3:30–4:00 p.m. EACH FRIDAY	Outstanding artists of all the keyboard instruments are presented on these programs. MARCH 3: Grace Castagnetta. MARCH 10: Marc Albert. MARCH 17: Adele Marcus.
Columbia Concert Orchestra 10:30–11:00 p.m. EACH FRIDAY	Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra in a new series of Friday evening concerts.
United States Army and Marine Bands THURSDAY, FRIDAY, 3–3:30 p.m.	Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.
Cincinnati Conservatory of Music 11:00 a.m.–12:00 noon EACH SATURDAY	The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.
New York Philharmonic Young People's Concert 11:00 a.m.–12:30 p.m. SATURDAY, MARCH 18	Ernest Schelling conducts the final in his series of six young people's concerts by the New York Philharmonic Symphony, broadcast by CBS exclusively. This is an all-request program.

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPT
"So You Want to Be——" 5:30–5:45 p.m. EACH WEDNESDAY	Successful persons in all walks of life a subjects of interviews by youngsters who to follow in their footsteps. The progr presented with the cooperation of *Young ica* magazine. MARCH 1: Gilbert Miller, producer and I Mills, actor—"So You Want to Be a Thea Producer?" MARCH 15: Christopher W. Coates, aq New York Aquarium—"So You Want to Aquarist?" MARCH 22: James Edwards, of Balcom ciates—"So You Want to Be a Civil Engin MARCH 29: Ford Frick, president, Na League—"So You Want to Be a Profes Ball Player?"
"March of Games" 5:15–5:30 p.m. EACH WEDNESDAY AND FRIDAY	Children who like asking questions and dren who prefer answering them are opportunity on this bi-weekly CBS pr directed by Nila Mack. Questions sub by youthful listeners are posed to four e youthful contestants, and prizes aw Arthur Ross, 14-year-old master of cere and Sybil Trent, 11-year-old "Miss Major" are featured.
"Let's Pretend" 5:15–5:45 p.m. EACH MONDAY AND THURSDAY	The world's great fairy tales and origin tasies are dramatized by Nila Mack an sented on a new schedule of twice weekl a cast of child actors. These dramas hav a Columbia children's feature for eight

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* is presenting its 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths. MARCH 5: *Morning*—Rev. G. Vander Linden, First Reformed Church of Englewood, Chicago. *Afternoon*—Rev. Edgar Schmiedeler, O.S.B., Director Rural Life Bureau, Family Life Section, National Catholic Welfare Conference. Washington, D. C. MARCH 12: *Morning*—Rev. Edwin McNeil Poteat, D.D., Euclid Avenue Baptist Church, Cleveland. *Afternoon*—Mr. Frederick William Boorer, Former First Reader, Christian Science Church, Toronto. MARCH 19: *Morning*—Rt. Rev. Francis M. Taitt, Bishop of Pennsylvania, Philadelphia (Episcopal). *Afternoon*—Rev. Thomas J. Tobin, Chancellor, Archdiocese of Portland, Oregon (Catholic). MARCH 26: *Morning*—Rev. O. A. Geiseman, Grace Lutheran Church, River Forest, Illinois. *Afternoon*—Rabbi Norman Gerstenfeld, Washington Hebrew Congregation, Washington, D. C.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPT
"Wings Over Jordan" 9:00–9:30 a.m. EACH SUNDAY	This program of religious talks and spir is presented by outstanding Negro leade educators and a choir of 35 voices. MARCH 5: Mrs. Jennie Moton, president National Association of Colored W Capahosie, Va. MARCH 12: Lafayette F. Ford, president tional Alliance of Postal Employes, St. I MARCH 19: Channing H. Tobias, director ored YMCAs, New York City. MARCH 26: C. C. Spaulding, president tional Negro Business Association, Du N. C.
Christian Work in Arabia 4:00–4:15 p.m. FRIDAY, MARCH 10	A special program, in connection with the anniversary of the opening of Christian in Arabia, features talks by Rev. Lum Shafer, associate secretary of the Boa Foreign Missions, Reformed Church in A ica and Dr. William Wells Thoms, missi director and explorer in Arabia, who s from Chicago on "Bridge Building in Ara
Catholic Charities 4:15–4:45 p.m. MONDAY, MARCH 13	A special program under the auspices Catholic Charities of New York will be de to the problems of youth. Participating round-table discussion are Miss Hele Harris, director of the National Youth A istration of New York City and Dr. R Edwards Moore, director of the Divisi Social Action, New York Catholic Cha

PROGRAM AND TIME	DESCRIPTION
"This Is New York" 8:00–9:00 p.m. EACH SUNDAY	The new CBS variety show, "This Is New York," draws its stars and its material directly from the Big City and brings to the microphone such entertainingly divergent personalities as Mayor LaGuardia, Elsa Maxwell, ex-Mayor James J. Walker, Louis Armstrong and Alexander Woollcott. Deems Taylor is the current master of ceremonies, while Leith Stevens and his orchestra supply the music. The entire show is produced by Ed Gardner, who also appears as "Archie," a heckler.
Richard Maxwell 9:00–9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY	Richard Maxwell presents three programs of hymns and inspirational songs each week. Homely philosophy in poetry and prose augments the songs of the CBS tenor.
Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Family includes the Dalton Brothers (Kelly, Jack and Pete), Helen Alexander, soprano; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's Orchestra.
Bob Byron 8:15–8:30 a.m. MONDAY THRU SATURDAY	Bob Byron helps the Columbia audience to waken in a cheerful mood with his songs, whistling and merry banter.

CBS SUSTAINING PROGRAMS

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
Saturday Night Swing Club 7:00–7:30 p.m. EACH SATURDAY	With Walter Gross as band director an Allen as swing commentator, the Swing guests this month include Kay Thon Jack Jenny, Louis Armstrong, and s from the "Swing Mikado."
"The Zany Family" 4:15–4:45 p.m. EACH WEDNESDAY	"The Zany Family", a talented group of balls, put their family antics on the air Charley Austen (Poppa Zany) as m.c Ruth Carhart, Audrey Marsh, Barry Wo Mark Warnow's orchestra.
Ray Block's Varieties 4:15–4:45 p.m. EACH THURSDAY	Ray Block leads his orchestra in these v programs, assisted by guest vocalist rhythm groups.
Al Bernard's Merry Minstrels FRIDAYS, 4:45–5:00 p.m.	A streamlined, modern version of the ol minstrel show. Al Bernard, long a headli this field of entertainment, is starred.
Buddy Clark 10:30–10:45 p.m. EACH TUESDAY	Buddy Clark, Columbia's baritone st heard with Leith Stevens and his orches this new weekly program.
National Hillbilly Champions 10:00–10:30 a.m. EACH SATURDAY	Hillbilly music, performed by the na leading mountaineer group, Pappy Che National Hillbilly Champions, is heard Saturday morning from station KMOX.
Nan Wynn MONDAY, 4:45–5:00 p.m. THURSDAY, 6:45–7:00 p.m.	Nan Wynn, Columbia's sweet-swing sin heard twice weekly in her own progra stylized songs.

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
Moods for Moderns 1:30–2:00 p.m. EACH SATURDAY	Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.
CBS Vocalists Various hours MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Clyde Barrie, Ruth Carhart, Ray Heatherton, Audrey Marsh, Doris Rhodes, Genevieve Rowe, Jack Shannon, Barry Wood
Deep River Boys, **Eton Boys,** **Four Clubmen** Various hours	These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.
Dance Orchestras Various hours MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for March: Charles Baum, Ben Bernie, Archie Bleyer, Cab Calloway, Jimmy Dorsey, Tommy Dorsey, Glen Gray, Herbie Holmes, Harry James, Paul Kain, Sammy Kaye, Henry King, Wayne King, Enoch Light, Jack Marshard, Ozzie Nelson, Leighton Noble, Harry Owens, Dick Stabile

ADDENDA: FEBRUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week t week, sometimes day to day, and even, on occasion, hour to hou basis. One result of this flexibility and timeliness is the followin partial list of *February* programs which were arranged too late fo inclusion in the last month's issue of THE COLUMBIA PROGRAM BOO

PUBLIC AFFAIRS

● FEBRUARY 2: Father Maurice S. Sheehy of Catholic University described "Latin America as I Saw It," 10:45–11 p.m.

● FEBRUARY 3: Mrs. Ruth Baker Pratt, chairman of the New York Philharmonic-Symphony League, spoke of its work, 5–5:15 p.m.

Representative Thomas C. Hennings, Jr. (D) of Missouri discussed "The President on America's Foreign Policy," 10:30–10:45 p.m.

"The Mediterranean Problem" was the subject of Frank Gervasi, INS foreign correspondent, 10:45–11 p.m.

● FEBRUARY 8 AND 14: Boy Scout Week was celebrated with speeches by President Roosevelt, Walter W. Head, Scout President, and Dr. James West, Chief Scout Executive, on February 8, 10–10:15 p.m., and "A Message to Parents" by former President Herbert Hoover and Colonel Theodore Roosevelt on February 14, 10:45–11 p.m.

● FEBRUARY 9: Clarence Streit of the *New York Times* gave his views on "Which Way World Order," 10:45–11 p.m.

● FEBRUARY 10, 11, 12 AND 14: "Tributes t Pope Pius XI" were made by Arnoldo Co tesi, former New York Times correspondent from Rome, February 10, 2:15–2:30 p.m and later, by former President Herbert Cla Hoover and Bernard M. Baruch from Ne York, and Secretary of Agriculture Henry A Wallace, Bishop James E. Freeman and th Rev. Dr. Maurice S. Sheehy from Washin ton, 10:30–11 p.m. On February 11 Cec Brown, INS correspondent spoke fro Rome, 5:45–6 p.m., and on February 1 William L. Shirer broadcast from Rom 9:15–9:30 a.m. On February 14 the funer service was described from Vatican City b Father Delaney, 10:15–11 a.m.

● FEBRUARY 12: Representative Sol Bloo (D) of New York discussed plans for th 150th anniversary of Congress, to be o served March 4, 10:45–11 p.m.

● FEBRUARY 13: Republican hopefuls joine in a Lincoln "Victory Dinner" at the Wa dorf-Astoria. Those heard celebrating i cluded Governor Julius P. Heil of Wisconsi Governor Frank D. Fitzgerald of Michiga District Attorney Thomas Alva Dewey o New York and C. Wayland Brooks, unsu cessful 1936 gubernatorial candidate of Ill nois, 10:30–11 p.m.

FEBRUARY 16: "The President's New Army r Corps Program" was the topic of Briga- er-General George H. Brett, 10:45–11 p.m.

FEBRUARY 18: The third annual National rm Institute panel discussion on the gov- ment's farm program held at Des Moines, tured Fred H. Clausen of the Farm Equip- ent Manufacturers Institute, Charlton Og- rn of the A. F. of L., Edward A. O'Neal of e American Farm Bureau Federation and lan B. Kline of the Iowa Farm Bureau deration, 4:30–5 p.m.

FEBRUARY 23: Carson Ryan, president of e Progressive Education Association, dis- ssed "The National Education for Demo- atic America," 6:45–7 p.m.

FEBRUARY 24: A trans-oceanic round table current affairs brought together Thelma azelet, Lady Davidson and Irene Ward, all onservatives, and Jennie L. Adamson, Agnes ardie, Dr. Edith Summerskill and Ellen ilkinson, Laborites, speaking from Eng- nd, and Senator Hattie W. Caraway (D) of rkansas, and Representatives Mary T. Nor- n (D) of New Jersey, Caroline O'Day (D) New York and Jessie L. Sumner (R) of linois. Miss Lena Madesin Phillips, presi- ent of the International Federation of Busi- ess and Professional Women, which ranged the broadcast, opened the program, :15–4:45 p.m.

FEBRUARY 24: Secretary of Commerce larry L. Hopkins spoke on "Government nd Business" before the Des Moines Eco- omic Club, 10:30–11:15 p.m.

William Green, president of the A. F. of L., ddressed a meeting of the Brotherhood of lectrical Workers, Local No. 3, in New York ity, 11:15–11:30 p.m.

FEBRUARY 25: Colonel Francis P. Harrington, new WPA Administrator, discussed future plans, 10:45–11 p.m.

SPECIAL EVENTS

FEBRUARY 10: Ted Husing described the victory of Glenn Cunningham in the Penn A. C. Mile, run in Convention Hall, Philadelphia, and summarized the other events, 10:30–10:45 p.m.

FEBRUARY 18: National Defense Week began with a rumble when tanks maneuvered in Times Square. Major Henry C. Bates described the unusual scene. Major Hugo J. Endres spoke of national defense, 2:30–2:45 p.m.

Vernon "Lefty" Gomez of the New York *Yankees* was among the sportsmen interviewed by Bob Edge at the Sportsmen's Show, in Grand Central Palace, 2:45–3 p.m.

Mark O'Dea, chairman of the 1938 Jury of Awards for *Advertising & Selling* magazine, presented the gold medal for distinguished services to advertising to Philip L. Thomson of Western Electric, and for the best radio program to "The March of Minnesota," re-enacted on the program, 6:15–7 p.m.

FEBRUARY 20 AND 24: Columbia flew from the coast with the new trans-Atlantic clipper, broadcasting at the take-off in San Francisco on February 20, 3:45–4 p.m., and also calling the United States from over Baltimore on February 24, 2:30–2:35 p.m.

A mule auction at Franklin, Kentucky, was described by George Walsh, as 3,500 mules were sold "down the river," 4–4:15 p.m.

FEBRUARY 21: The first broadcast from

Albania ever heard in this country featured native music from Tirana, 4:45–5 p.m.

● FEBRUARY 22: The Chesapeake & Ohio Canal was rededicated as a national waterways for recreation, with an enactment of the saga of the original ill-fated canal, and a speech by Oscar L. Chapman, Assistant Secretary of the Interior, introduced by Frederic A. Delano, chairman of the National Capital Parks and Planning Commission, 2:30–3 p.m.

A variety of salutes to the memory of George Washington was carried by Columbia, including "It's a Fib," in which four contestants tried to detect five errors of fact in short dramatizations on the First President's life, 4:15–4:45 p.m.; and speeches by Ambassador William H. Bullitt and Premier Edouard Daladier before the American Club in Paris, 5–5:30 p.m.

A special celebration of the 21st anniversary of the Rainbow Division's entry into battle in France was heard from Indianapolis, 11–11:15 p.m.

● FEBRUARY 23: Governor John W. Bricker (R) of Ohio discussed the history of the rubber industry during the past hundred years, and Dr. James Shelby Thomas envi sioned its next hundred years, in a progran dedicated to Akron's Rubber Centennial 10:45–11 p.m.

● FEBRUARY 25: The 21st anniversary o Estonia's Declaration of Independence fea tured a talk by Karl Kuusik, Consul Genera in New York and folksongs by the Estonia Men's Choir of New York, 3:15–3:30 p.m.

SERIOUS MUSIC

● FEBRUARY 13: 500 Utah high school an college singers led by Lorin F. Wheelwrigh and an 80-piece symphony orchestra directe by Professor Leroy J. Robert, participate in "A Lincoln Memorial Music Festival from the Salt Lake City Tabernacle, 2:30 2:45 p.m.

● FEBRUARY 18: The Hunter College Choi sang various selections, from New York, 4 4:30 p.m.

● FEBRUARY 25: The combined glee clubs c Shadyside Academy, of Pittsburgh, an Arlington Hall, of Arlington, Virginia, gav a recital, under the direction of Robert Howard, 12:15–12:30 p.m.

ARTHUR HULL HAYES, *Sales Manager*
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CBS PROGRAM BOOK · APRIL, 1939

APRIL, 1939

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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CBS SPONSORED PROGRAMS

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AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cos etic
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
	Half & Half Smoking Toba o
	Roi-Tan Cigars
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
A. S. BOYLE COMPANY	Hill's Nose Drops
BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
Th Romance of Helen Trent *rial drama* (Se also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	277 Weeks
o · Hit Parade la: Warnow's Orchestra, ary Ross, Raymond Scott's u tet, Kay Lorraine and the orsmiths *pular music and vocalists*	Saturday 10:00–10:45 p.m. ORIGINATES: WABC	Lord & Thomas	152 Weeks
Be Bernie and All the Lads it Lew Lehr *usic and comedy*	Sunday 5:30–6:00 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	
oie Tucker and Her Show *riety*	Mon., Wed., Fri. 6:45–7:00 p.m. *Rebroadcast* *12:30–12:45 a.m.* ORIGINATES: WABC	Lord & Thomas	
u Gal, Sunday *ial drama* (Se lso KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	113 Weeks
ec d Husband ith Helen Menken, presented y e Famous Actors' Guild *matic*	Tuesday 7:30–8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	394 Weeks
he Romance of Helen Trent *ial drama* (Se lso AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	202 Weeks
ev, Views and Sport **ev ws by Hughes**	†Sun., Mon., Wed. and Thursday 9:45–10 p.m. PST ORIGINATES: KNX	Russell M. Seeds Co., Inc.	26 Weeks

The gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
CALAVO GROWERS OF CALIFORNIA	Calavos
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHAMBERLAIN LABORATORIES, INC.	Hand Lotion
CHESEBROUGH MANUFACTURING COMPANY	"Vaseline" preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Sha

PROGRAM	TIME	AGENCY	ON CBS*
ether Wiley *Ves and features*	Thursday 12:45–1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	12 Weeks
ir: Nighter th Barbara Luddy and s emayne *Lma at the "Little Theater o Times Square"*	Friday 8:00–8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	61 Weeks
mbell Playhouse sc Welles, director; d hest stars *Dmatizations*	Friday 9:00–10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	225 Weeks
m 'n' Andy *Sal comedy*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.*		Starts April 3
dd: Albright *Nrator*	Mon., Wed., Fri. 5:45–6 p.m. PST ORIGINATES: KNX	John H. Dunham Company	17 Weeks
r. hristian arg Jean Hersholt *Dmatic*	Tuesday, April 4th and 11th Only 10:00–10:30 p.m. ORIGINATES: KNX	McCann-Erickson, Inc.	51 Weeks
ajr Bowes' **rinal Amateur Hour** *Ateurs, with* Major Bowes *as Aaster of Ceremonies*	Thursday 9:00–10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	160 Weeks
olte Ask-It Basket m cWilliams, MC *Qstions and answers*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	101 Weeks
an Busters *Pice-file dramatizations*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: WABC		159 Weeks

The gures indicate the total number of weeks n ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Concentrated Super Suds
	Palmolive Soap
	Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY COMPANY	Old Dutch Cleanser
DUART MANUFACTURING COMPANY	"Creme of Milk" Face Cr m. Lotion, Lipstick, Cosmeti
E. I. DU PONT DE NEMOURS & COMPANY	Institutional Advertising

PROGRAM	TIME	SOURCE	ON CBS*
ly and Marge *ial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	160 Weeks
lilop House rng Bess Johnson *matic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* ORIGINATES: WABC		163 Weeks
te nother *matic serial*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	101 Weeks
heWonder Show arng Jack Haley, Lucille Ball, irgia Verrill, Artie Auerbach nded Fio-Rito's Orchestra *sic and comedy*	Friday. April 7th Only 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* ORIGINATES: KNX	Benton & Bowles, Inc.	210 Weeks
rey Kitty Kelly *ial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* ORIGINATES: WABC		
acelor's Children *ial drama*	Mon. thru Fri. 9:45–10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	222 Weeks
rolem Clinic	Sunday 2:30–3:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	11 Weeks
avcade of America hoas Chalmers, narrator; asiRuysdael, commentator: onVoorhees' Orchestra nd ramatic cast	Monday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	159 Weeks

Thegures indicate the total number of weeks n ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Sanka Coffee Post Toasties Calumet Baking Powder Swans Down Cake Flour

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
ue-Up Time ai ng Walter O'Keefe, ne Kostelanetz's Orchestra. a Thompson's Rhythm Singers nd uest stars *usical variety*	Thursday 10:00–10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	11 Weeks
le llines on Parade it Knox Manning *ws*	†Monday 5:30–5:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	71 Weeks
Su day Evening Hour o Symphony Orchestra and h us, Franco Ghione*, con- uor. *Guest Soloists:* PI 2: Lawrence Tibbett PI 9: Jose Iturbi PI 16: Gladys Swarthout PI 23: Ezio Pinza PI 30: Alec Templeton *ith talks by W. J. Cameron* Be April 23, Fritz Reiner is conductor	Sunday 9:00–10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	261 Weeks
Ve he People it Gabriel Heatter, Harry von Zell nd uests *al-life experiences*	Tuesday 9:00–9:30 p.m. ORIGINATES: WARC	Young & Rubicam, Inc.	214 Weeks
oe . Brown it Frank Gill and Bill Demling, on lians, Paula Winslow, aaret McCrae, vocalist and ar Sosnik's Orchestra *nedy and music*	Thursday 7:30–8:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: KNX	Benton & Bowles, Inc.	
at Smith Hour it Abbott and Costello, comedians: Th Aldrich Family," comedy ri , Ted Straeter Choir, Jack il r's Orchestra and guest stars *iety show*	Thursday 8:00–9:00 p.m. *Rebroadcast* *12 mid.–1:00 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	

he gures indicate the total number of weeks n ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD-
GENERAL FOODS CORPORATION *Continued*	La France Satina Diamond Crystal Salt Postum
GENERAL MILLS, INC.	Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
Mary Margaret McBride *Radio columnist*	Mon., Wed., Fri. 12:00–12:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	214 Weeks
Kate Smith—Noonday Chats *News and features*	Tues., Thurs., Sat. 12:00–12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
Lum and Abner *Comedy sketches*	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* ORIGINATES: KNX	Young & Rubicam, Inc.	
The Grouch Club with Jack Lescoulie *Comedy*	†Tuesday 9:30–10:00 p.m. PST ORIGINATES: KNX	Blackett-Sample-Hummert, Inc.	454 Weeks
Hollywood Guild with screen stars as guests; George Murphy, MC, and Oscar Bradley's Orchestra *Variety and drama*	Sunday 7:30–8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	268 Weeks
Honolulu Bound starring Phil Baker, "Bottle", and the Andrews Sisters *Comedy, musical*	Saturday 9:00–9:30 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	11 Weeks
Melody and Romance with Eddie Dunstedter and "Mary & Harvey" (Starts April 3)	Mon., Wed., Fri. 11:00–11:15 a.m. ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	84 Weeks
What Can Be Done Edgar A. Guest, poet-philosopher, presenting dramatized lives of famous guests *Poetry and drama*	Wednesday 10:30–11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	65 Weeks

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CLIENT	PROD
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS*
e Honor, Nancy James -rring Barbara Weeks and eWever *rial drama*	Mon. thru Fri. 12:15–12:30 p.m. ORIGINATES: WABC	Lord & Thomas	91 Weeks
r Theater ad Nagel, narrator-director, it guest stars of stage and screen *amatic*	Sunday 6:00–6:30 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	74 Weeks
ie Wing *iation Adventure*	Mon. thru Fri. 6:15–6:30 p.m. *Rebroadcast* *8:15–8:30 p.m.* ORIGINATES: WABC	J. Walter Thompson Company	49 Weeks
u Gal, Sunday *rial drama* (See also ANACIN COMPANY)	Thurs. and Fri. 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	380 Weeks
u Lombardo and his estra *pular music*	Monday 10:00–10:30 p.m. ORIGINATES: WABC	Lord & Thomas	277 Weeks
d Central Station *matic sketches*	Friday 10:00–10:30 p.m. ORIGINATES: WABC	Lambert & Feasley, Inc.	91 Weeks
Lux Radio Theatre stars of stage and screen *ma*; Cecil B. DeMille, *director*	Monday 9:00–10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	175 Weeks
igTown ng Edward G. Robinson, Claire Trevor *matic*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 a.m.* ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	140 Weeks

Thigures indicate the total number of weeks in hich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
LEVER BROTHERS COMPANY *Continued*	Lifebuoy
	Rinso
	Spry
	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene

PROGRAM	TIME	AGENCY	ON CBS
Dick Powell with Martha Raye, Parkyakarkus, Lou Gluskin's Orchestra, Guest Stars *Comedy and music*	Tuesday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	140 Weeks
Big Sister with Alice Frost and Martin Gabel *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* ORIGINATES: WABC		133 Weeks
Aunt Jenny's Real Life Stories *Dramatic*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* ORIGINATES: WABC		115 Weeks
The Life and Love of Dr. Susan *Dramatic*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* ORIGINATES: WABC	J. Walter Thompson Co.	7 Weeks
Paul Whiteman and his Orchestra, with Joan Edwards, The Modernaires and Fred Uttal *Musical Variety*	Wednesday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	324 Weeks
Burns and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas *Comedy and music*	Friday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: KNX		
Melody and Madness with Robert Benchley and Artie Shaw's Orchestra *Variety*	Sunday 10:00–10:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	229 Weeks
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 9:30–9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	74 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
MENNEN COMPANY	Mennen drug products
NEHI CORPORATION	Royal Crown Cola
NOXZEMA CHEMICAL COMPANY	Noxzema
PENICK & FORD, LTD.	My-T-Fine Dessert
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

† *Columbia Pacific Network Only*

	PROGRAM	TIME	AGENCY	WEEKS*
oducts	Th People's Vote wi Sam Hayes	†Tuesday 8:15–8:30 p.m. PST ORIGINATES: KNX	H. M. Kiesewetter Advertising Agency	39 Weeks
la	Be eve It or Not Ripley *usic and variety*	Friday 10:30–11:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	1 Week
	Pr fessor Quiz wi Bob Trout	Saturday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	47 Weeks
ert	Th Mighty Show *g-top drama*	Mon. thru Fri. 5:45–6:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	55 Weeks
Servic	Do Barclay's Daughters *erial drama*	Mon. thru Fri. 2:00–2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	73 Weeks
Milk	Sa rday Night Serenade My Eastman, soprano; Bill Perry, ter r and Gustav Haenschen's Or estra and Chorus *usical*	Saturday 9:30–10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	282 Weeks
	My Lee Taylor ho e economist *ousehold advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* ORIGINATES: KMOX		
Cigar	Jo ny Presents Jo ny Green's Orchestra, Drama-tiz, Short Stories, Floyd Sherman, Ro r Kinney, Genevieve Rowe, "B erly", Glenn Cross, Ray Bloch's Sw g 14 *riety and dramatic interludes*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* ORIGINATES: WABC	The Biow Company, Inc.	133 Weeks

** The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PROD
THE PROCTER & GAMBLE COMPANY	Oxydol
	Ivory
	Chipso
	Crisco
	Drene
	Chipso
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco

PROGRAM	TIME	AGENCY	ON CBS
Th Goldbergs *erial drama*	Mon. thru Fri. 1:00–1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	226 Weeks
Li Can Be Beautiful *erial drama*	1:15–1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Rd of Life *erial drama*	1:30–1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Th Day Is Ours *erial drama*	1:45–2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Jimie Fidler *ollywood commentator*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *10:30–10:45 p.m.* ORIGINATES: KNX	H. W. Kastor & Sons	
Mhattan Mother *erial drama*	Mon. thru Fri. 9:15–9:30 a.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
H. Kaltenborn *ews analyst*	Sun. and Tues. 10:30–10:45 p.m ORIGINATES: WABC	Leo Burnett Company, Inc.	Starts April 30
Ed ie Cantor's Camel Caravan wi Bert Gordon, Sid Fields, Be Parks and Edgar Fairchild's Orestra *omedy and music*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* ORIGINATES: KNX	William Esty & Company, Inc.	300 Weeks
Beny Goodman's Orchestra wit Johnny Mercer, singer *usic and guests*	Tuesday 9:30–10:00 p.m. ORIGINATES: WABC		

The gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
RIO GRANDE OIL, INC.	Petroleum Products
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
THE TEXAS COMPANY	"Texaco" products
UNITED STATES RUBBER COMPANY	Rubber products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum †
	Wrigley's Spearmint Gum †

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
ing All Cars *lice file dramatizations*	Sunday 8:00–8:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	278 Weeks
nt A Divorce *amatic*	†Thursday 8:15–8:30 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	24 Weeks
exco Star Theater e Murray, MC; Frances Langford, e Sparks, Kenny Baker, Texaco ta Chorus, Jimmy Wallington, d Broekman's Orchestra *usical, variety, dramatic*	Wednesday 9:00–10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	103 Weeks
mond Paige, **99 len and a Girl** *usical*	Wednesday 10:00–10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	34 Weeks
el Minstrels it Tom Howard and George on, the Eton Boys and Bloch's Orchestra *medy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: WABC	Arthur Kudner, Inc.	200 Weeks
way to Holywood *tion-picture talent quest*	Sunday 6:30–7:00 p.m. *April 2nd only:* *6:30–7:30 p.m.* ORIGINATES: KNX	Frances Hooper Advertising Agency	357 Weeks
ergood Baines *ial drama*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *5:00–5:15 p.m.* ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

The gures indicate the total number of weeks in ich the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PROD
GENERAL MILLS, INC.	Wheaties
PROCTER & GAMBLE COMPANY	Ivory
SOCONY-VACUUM OIL COMPANY	Mobiloil and Mobilgas
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BOSCO COMPANY	Bosco (Milk Amplifier)
BULOVA WATCH COMPANY	Bulova Watches
CAMPBELL SOUP COMPANY	Campbell's Clam Chowder
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
B. FISCHER COMPANY	Astor Coffee
FRIGIDAIRE CORPORATION	Electric Refrigerators

PROGRAM	TIME	AGENCY	ON WABC
lhome games of New York akees and New York Giants *ay-by-play description Arch McDonald*	Approx. 3:10–5:15 p.m.	Knox-Reeves, Inc. Compton Advertising. Inc. J. Stirling Getchell	Starts April 18
p t Review	Mon., Wed., Fri. 6:05–6:15 p.m.	Russell M. Seeds Company	Starts April 3
e s Program *Ne series starts April 17th)*	Mon. thru Sat. 6:00–6:05 p.m.	Kenyon & Eckhardt, Inc.	8 Weeks
ie Signals	Mon. thru Sun. 10 Times daily	The Biow Company	499 Weeks
e s Program	Mon. thru Sat. thru April 15th only 6:00–6:05 p.m.	Ward Wheelock Company	11 Weeks
e e Steppin' Along Parker, MC; Jimmy Shields, en ; Ed Smalle's "Enna-Jettick ev" and D'Artega's Orchestra	Saturday 9:30–10:00 p.m.	Marschalk & Pratt, Inc.	6 Weeks
h Morning Almanac, ring Phil Cook	Tues., Thurs., Sat. thru April 8th only 7:30–7:45 a.m.	Neff-Rogow, Inc.	12 Weeks
Fridaire Melody Time	Mon., Wed., Fri. 8:45–9:00 a.m.	Lord & Thomas	2 Weeks

he gures indicate the total number of weeks n ich the client has used WABC facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
HORN & HARDART COMPANY	Automat Restaurants
THOMAS LEEMING COMPANY	Baume Bengué
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Olson Rugs
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
PETER PAUL, INC.	Mounds Candy Bars
S. STROOCK & COMPANY, INC.	Stroock Fine Fabrics

PROGRAM	TIME	AGENCY	ON WABC*
ni ren's Hour	Sunday 10:30–11:30 a.m.	The Clements Company	116 Weeks
ic ırd Maxwell, ıo philosopher	Tues., Thurs., Sat. 9:00–9:15 a.m.	Wm. Esty & Company, Inc.	50 Weeks
he Morning Almanac, at ing Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow, Inc.	11 Weeks
ar Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	17 Weeks
he Odd Side of the News	Mon., Wed., Fri. 8:00–8:05 a.m.	Presba, Fellers & Presba, Inc.	10 Weeks
ac rs Sports Review	Tues., Thurs., Sat. 6:05–6:15 p.m.	Stack-Goble Agency	5 Weeks
he Odd Side of the News	Tues., Thurs., Sat. 8:00–8:05 a.m.	Platt-Forbes, Inc.	24 Weeks
lea lines in the News	Mon., Wed., Fri. 11:00–11:15 p.m. April 3rd, 5th and 7th only	Weill & Wilkins, Inc.	3 Weeks

The gures indicate the total number of weeks in ich the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "By Columbia" for April are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. SPECIAL EVENTS . . . . . *Page 28*

2. PUBLIC AFFAIRS . . . . . *Page 30*

3. EDUCATIONAL PROGRAMS . . . *Page 32*

4. DRAMATIC SERIES . . . . . *Page 37*

5. SERIOUS MUSIC . . . . . *Page 38*

6. CHILDREN'S PROGRAMS . . . . *Page 41*

7. RELIGIOUS BROADCASTS . . . . *Page 42*

8. PERSONALITIES . . . . . *Page 43*

9. LIGHT MUSIC . . . . . *Page 43*

ADDENDA: MARCH PROGRAMS . . . . . *Page 45*

PROGRAM AND TIME	DESCRIPTION
Easter Sunrise Service 6:00–9:30 a.m. SUNDAY, APRIL 9	Easter services from Rome to California are followed half way across the world by CBS on Easter morning. The three and a half hour schedule follows: ROME, 6:00–7:00 a.m.: Easter mass and the blessing of Pope Pius XII from the Vatican. CENTRAL PARK, NEW YORK, 7:00–7:30 a.m.: Sunrise ceremonies on the Mall conducted by the Federation of Churches of Greater New York. ST. LOUIS, 7:30–8:00 a.m.: Choral works by Sibelius and Nevin, sung by the St. Louis High School Choir. PROVO, UTAH, 8:00–8:30 a.m.: Brigham Young University Orchestra and Choir. FOREST LAWN MEMORIAL PARK, GLENDALE, CALIFORNIA, 8:30–9:30 a.m.: Los Angeles Philharmonic Orchestra, conducted by Otto Klemperer; 500-voice chorus, with Anne Jamison, soloist; reading by William Farnum; Easter message by Dr. Edgar J. Goodspeed of the University of California.
Russian Easter Service 12:15–1:00 a.m. SUNDAY, APRIL 9	From the Russian Orthodox Cathedral in New York, the Russian Easter midnight service is to be heard. Most Reverend Theophilus, Archbishop of San Francisco and Metropolitan of America and Canada, is presiding and a choir of 35 voices presents a choral program under the direction of S. E. Andreeff.

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTI
WIBW Dedication 12:00–12:30 p.m. SUNDAY, APRIL 2	The new transmitter of station WIBW, To Kansas, is dedicated with a speech by Se Arthur Capper (R), in Washington, and r by Wayne King, in Chicago.
International Rifle Match 4:40–5:00 p.m. MONDAY, APRIL 3	An international rifle match between (Britain and the United States is carrie short wave, as the six-man teams shoot si taneously, separated by the Atlantic.
Army Day Program 3:15–3:30 p.m. THURSDAY, APRIL 6	The ceremonies held at Wright Field, Da Ohio, celebrating Army Day are describe Columbia's audience.
WGAR Safety Award 4:00–4:15 p.m. THURSDAY, APRIL 6	WGAR, Columbia's Cleveland station, is g the annual safety award of the Comme Investment Trust for the best safety progr a short wave mobile unit, warning of dri hazards.
Radio Improvement 6:45–7:00 p.m. THURSDAY, APRIL 6	Radio editors and feature writers meet E. K. Cohan, Columbia's engineering dire to discuss means of improving radio recep
Glider Championship 3:00–3:30 p.m. SATURDAY, APRIL 8	The second annual Southern California S ing Association glider championship is scribed from Arvin, California.
National Safety Council Annual Awards 10:45–11:00 p.m. TUESDAY, APRIL 11	The annual National Safety Council Aw dinner, honoring the safest cities per pop tion, at the Mayflower Hotel, Washington, tures a speech by Dr. George H. Gallup. a talk by Eddie Cantor from Hollywood.

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
Jacques Kayser 2:30–2:45 p.m. THURSDAY, APRIL 6	Jacques Kayser, leader of the French Radical Socialist party, discusses the European situation from Paris.
Secretary Ickes 10:30–11:00 p.m. TUESDAY, APRIL 11	Secretary of the Interior Harold L. Ickes takes up the topic of "Columnitis" at a meeting of the New York Newspaper Guild, held at the Astor Hotel, with Carl Randau, president, introducing the speaker.
President Roosevelt 11:00–11:40 p.m. 2:30–2:45 p.m. FRIDAY, APRIL 14	President Roosevelt takes to the air twice in speeches before the governing board of the Pan-American Union and commemorating the 150th anniversary of George Washington's notification, at Mount Vernon.
Col. Johnson 1:00–1:30 p.m. SATURDAY, APRIL 15	Colonel Louis Johnson, Assistant Secretary of War, speaks at the upper Monongahela Valley Association convention, Fairmont, West Va.
Women's National Radio Committee 3:00–3:30 p.m. WEDNESDAY, APRIL 19	The Women's National Radio Committee has a round-table discussion on "The Use of Radio in Promoting International and Domestic Good Will," in which H. V. Kaltenborn, Columbia commentator, Alfred J. McCosker, Mutual chairman, and Frank Mason, NBC vice-president, take part, with Sterling Fisher, Columbia's director of education and radio talks, presiding.
Kaltenborn Edits the News 10:30–10:45 p.m. EACH SUNDAY, THRU APRIL 23	H. V. Kaltenborn, Columbia's ace commentator, edits the news each week, in this series of broadcasts on events here and abroad.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

Foundations of Democracy 6:30–7:00 p.m. EACH TUESDAY	Columbia presents Senator Robert A. [illegible] (R) of Ohio and Representative T. V. S[illegible] (D) of Illinois in a new and important s[illegible] of talks on economic and social question [illegible] tended to demonstrate "the democratic me[illegible] of mutual criticism and controversy."
Saluting the World's Fair 1:30–2:00 p.m. EACH SUNDAY THRU APRIL 23	The rulers and heads of seventeen nations [illegible] in a weekly series of salutes to the New [illegible] World's Fair 1939. The schedule for A[illegible] APRIL 2: Japan. APRIL 9: Sweden. APRIL 16: Brazil. APRIL 23: Great Britain.
Current Questions Before Congress *The Senate*—5:00–5:15 p.m. EACH TUESDAY *The House*—5:00–5:15 p.m. EACH THURSDAY	Leading members of the Senate and o[illegible] House of Representatives discuss, in sep[illegible] weekly broadcasts, current legislation [illegible] business under consideration by their bo[illegible] Speakers are selected for their special kn[illegible]edge of the issues involved.
"Today" with Bob Trout MONDAY, WEDNESDAY, THURSDAY, FRIDAY, 6:30–6:45 p.m.	Bob Trout, Columbia's ace reporter, tell[illegible] story of what's going on in the world "Toc[illegible]" in his daily news broadcasts.
Capital Opinions 10:45–11:00 p.m. EACH SATURDAY AND SUNDAY	Members of Congress and government offi[illegible] participate in these discussions of problem[illegible] national interest. The programs origina[illegible] WJSV, Columbia's station in Washington

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S. J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Americans at Work 7:30–8:00 p.m. EACH SATURDAY	Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The April schedule: APRIL 1: Pineapple Worker. APRIL 8: Grocer. APRIL 15: Meat Packer. APRIL 22: Ice Patrol. APRIL 29: Horse Trainer.
The People's Platform 7:00–7:30 p.m. EACH SUNDAY, EXCEPT APRIL 2	Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas. APRIL 2: "Free Speech: A Right or a Privilege?" (5:00–5:30 p.m.) APRIL 9: "Will Economic Boycotts Work?" APRIL 16: "What Is the American Way?" APRIL 23: "Radio and the Public Interest."

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPT
Of Men and Books 1:00–4:15 p.m. EACH THURSDAY	Current books and authors are discussed by fessor John T. Frederick of the Medill Sc of Journalism at Northwestern Universit APRIL 6: Novels by J. P. Marquand, J Boyd and Bess Streeter Aldrich. APRIL 13: Memoirs by Edith Boling Wi Walter Dyk, Ludwig Bemelmans and L Pearsall Smith. APRIL 20: Books by Robert Penn Wa William Faulkner, Allen Tate, Katherine Porter and R. P. Harris. APRIL 27: Stories by Carl Birdenbaugh G. G. Coulton.
Men Behind the Stars 5:15–5:30 p.m. FRIDAY, APRIL 7 AND 14 5:30–5:45 p.m. EACH FRIDAY THEREAFTER	The lives and discoveries of astrono throughout the ages are dramatized in series, presented by Prof. William H. Ba Jr. of the Hayden Planetarium, and Christian Adamson of the American Mus APRIL 7: Henriette Leavitt. APRIL 14: Lowell. APRIL 21: The Big Bear. APRIL 28: The Little Bear.
What Price America? 6:30–7:00 p.m. EACH SATURDAY	The story of the natural resources of Ame —their original abundance, gradual deple and present efforts at conservation—is through dramatizations presented by CB cooperation with the U. S. Dept. of Inte APRIL 8: We Listen to Science. APRIL 15: We, Young Men, Go West. APRIL 22: We Settle Arid Lands. APRIL 29: We Have No More Frontiers.

PROGRAM AND TIME	DESCRIPTION
American School of the Air 2:30–3:00 p.m. MONDAY THRU FRIDAY	The AMERICAN SCHOOL OF THE AIR is in its tenth consecutive season on the Columbia Network. Among the groups cooperating are the National Education Association, the Progressive Education Association, the National Council of Teachers of English and the American Library Association. The schedule for each school-day of the month: MONDAYS—*Frontiers of Democracy.* APRIL 3: New Voices. APRIL 10: (Not heard; Easter holiday). APRIL 17: Machines and Men. APRIL 24: Planning for the Future. TUESDAYS—*Music and the Friendly Arts.* APRIL 4: Music and the Prose Narrative. APRIL 11: (Easter holiday). APRIL 18: Music in Fairy Tale and Legend. APRIL 25: Music and Architecture. WEDNESDAYS—*New Horizons.* APRIL 5: Arctic Quest and Conquest. APRIL 12: (Easter holiday). APRIL 19: Land of Lions. APRIL 26: Wonders of the South Seas.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPTI
American School of the Air *(Continued)*	THURSDAYS—*This Living World.* APRIL 6, 13: (Easter holidays). APRIL 20: Broadcast from the High Sch Automotive Trades. APRIL 27: From the James Monroe School. FRIDAYS—*Tales from Far and Near.* APRIL 7, 14: (Easter holidays). APRIL 21: "Gone Is Gone," by Wanda Gag APRIL 28: "Johnny and His Mule," by H Credle.
Adventures in Science 6:15–6:30 p.m. EACH SATURDAY	Watson Davis interviews prominent scie on these programs presented in cooper with Science Service, Inc. APRIL 1: Dr. Gustav Egloff, Universal Products: "Motor Fuels of the Future." APRIL 8: Lewis W. Waters. General Fo "Better Meals Tomorrow." APRIL 15: Professor Ernest Orlando Lawre University of California: "Atom-smas With the Cyclotron." APRIL 22: Sir William Bragg, scientist: Growth of Science."

PROGRAM AND TIME	DESCRIPTION
Highways to Health 4:00–4:15 p.m. EACH TUESDAY	The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary of the Medical Information Bureau, is in charge. APRIL 4: Dr. Edward S. McSweeney, chairman, tuberculosis committee, New York Tuberculosis and Health Association: "Help Find Early Tuberculosis." APRIL 11: Dr. Robert L. Levy, Professor of Clinical Medicine, College of Physicians and Surgeons, Columbia University: "Pain in the Region of the Heart." APRIL 18: Dr. C. C. Little, director, American Society for Control of Cancer; Dr. Stanley P. Reimann, director, Lankenau Institute, Philadelphia: "Cancer Research." APRIL 25: Dr. Frank E. Adair, secretary, American Society for Control of Cancer; Dr. Anna C. Palmer, president, Cured Cancer Club and Mr. James P. Roe: "Cured Cancer Clubs."
"Americans All—Immigrants All" 2:00–2:30 p.m. EACH SUNDAY	This new series dramatizes the outstanding contributions made by all races in building the America of today. John W. Studebaker, Commissioner of Education, supervises and Gilbert Seldes prepares the scripts. APRIL 2: Contributions in Science. APRIL 9: Arts and Crafts. APRIL 16: Social Progress. APRIL 23: A New England Town. APRIL 30: An Industrial City.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
The Columbia Workshop 10:30–11:00 p.m. EACH MONDAY	*The Columbia Workshop*, now in its third presents unusual radio dramas, employi latest broadcasting techniques. APRIL 3: "Kit Carson," by Elaine Rya rected by Brewster Morgan. APRIL 10: A repeat performance of "The Through the Air With the Greatest of I original satire by Norman Corwin. APRIL 17: "Wet Saturday," adapted by liam Robson from John Collier's short and "Private Throgg," by Parker Finley directed by Mr. Robson. APRIL 24: "Wild Man," by David Red directed by Mr. Morgan.
Ray Collins in "County Seat" 7:30–8:00 p.m. EACH SATURDAY BEGINNING APRIL 8	Ray Collins, one of radio's foremost a stars in this new dramatic series as " Hackett, small town druggist. The sto "County Seat" is written by Milton G
Norman Corwin's "Words Without Music" 2:30–3:00 p.m. EACH SUNDAY, EXCEPT APRIL 2	*Words Without Music* was introduced Columbia Workshop performance. Dir by Norman Corwin, these unusual prog experiment with the drama of words an to vitalize poetry for a larger audience.
Men Against Death 2:00–2:30 p.m. EACH SATURDAY	The heroes of Paul de Kruif's well-k books are brought to life in dramas pres in association with the Federal Theater's F Division. Brewster Morgan directs, Leo taine and Harold Hartogensis adapt. Ch Paul is organist.

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra 3:00–5:00 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra concludes this month its ninth consecutive season as an exclusive Columbia Network feature, John Barbirolli, brilliant young English conductor, directs the concerts. Deems Taylor, Columbia's Music Consultant, is the program commentator. The final concerts from Carnegie Hall this month: APRIL 2: *Nicolai:* Overture to "The Merry Wives of Windsor"; *Liszt:* Piano Concerto No. 1, JOSE ITURBI, pianist; *Sibelius:* Symphony No. 1. APRIL 9: Easter Program—*Rossini:* "Petite Messe Solennelle," with RIA GINSTER, soprano; BRUNA CASTAGNA, contralto; CHARLES KULLMAN, tenor; LEONARD WARREN, bass; and the Westminster Choir, directed by JOHN FINLEY WILLIAMSON. APRIL 16: *Wagner:* Act II of "Tristan und Isolde," with KIRSTEN FLAGSTAD, as Isolde; EYVIND LAHOLM as Tristan; ENID SZANTHO as Brangaene: JOHN GURNEY as King Mark and DANIEL HARRIS as Melot. APRIL 23: *Beethoven:* Violin Concerto, played by ADOLPH BUSCH. APRIL 30 (final concert): *Mendelssohn:* Piano Concerto in G Minor, played by RUDOLF SERKIN.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

PROGRAM AND TIME	DESCRIPTI
Choral Music *Various hours* THRU APRIL 15	APRIL 1: Southern California Junior Col Music Festival, 3:00–3:30 p.m. APRIL 2: University of Michigan Sunday M ing Hymn Sing, 9:00–9:25 a.m. APRIL 6: The Plainsong Choir of Co Christi School, 4:45–5:00 p.m. APRIL 7: Symphonic Chorus of Ohio S University, 2:30–3:00 p.m. Choir of Angels Church, New York, 11:30 p.m.–12 1 APRIL 8: Jefferson County Children's Cho Louisville, 1:00–1:30 p.m. Pasadena Choir, 3:30–4:00 p.m. APRIL 10: Choir of Bennett College, Gre boro, N. C., 5:00–5:15 p.m. APRIL 11: Harrisburg Symphony Choir, 2: 3 p.m. APRIL 15: Concordia College Choir, M head, Minn., 3:00–3:30 p.m.
Curtis Institute of Music 3:00–4:00 p.m. EACH MONDAY	The Curtis Institute of Music is presentin series of thirty Monday concerts in its te consecutive season on CBS. Distinguished ulty members and students perform. Cham music groups are directed by Dr. Louis Ba and the Curtis Symphony Orchestra is c ducted by Fritz Reiner. A new feature is m commentary by students of the Institute.
Story of the Song 3:30–4:00 p.m. EACH TUESDAY	Each week outstanding singers of the con stage are presented in selections from treasury of songs in English. Genevieve Ro soprano; Ruth Carhart, contralto; Mor Bowe, tenor and Hubert Hendrie, baritone

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Sonata Recital 3:30–4:00 p.m. EACH THURSDAY	Eugene Dubois, violinist and Alexander Semmler, pianist, are presented in weekly chamber music programs. On April 6, they play the Cesar Franck Sonata and on April 13, a Mozart sonata.
Keyboard Concerts 3:30–4:00 p.m. EACH FRIDAY	Outstanding artists of all the keyboard instruments are presented on these programs. APRIL 7: Stansilaw Szpinalski, in an all-Polish program. APRIL 14: Helen Schafmeister and Federico Longas, pianists.
Columbia Concert Orchestra FRIDAY, 10:30–11:00 p.m.	Howard Barlow, Columbia's noted conductor, leads the Columbia Concert Orchestra in a series of Friday evening concerts.
United States Army and Marine Bands THURSDAY, FRIDAY, 3–3:30 p.m.	Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army Band. On occasion the Marine Band alternates with Friday programs.
Cincinnati Conservatory of Music 11:00 a.m.–12:00 noon EACH SATURDAY	The Cincinnati Conservatory of Music presents its fourth season of symphonic concerts on CBS. Alexander von Kreisler arranges the programs and conducts the Conservatory symphony orchestra. Members of the artist faculty are featured each week as soloists.
From the Organ Loft 9:00–9:30 a.m. EACH SUNDAY	Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.

CBS SUSTAINING PROGRAMS

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPT
"So You Want to Be——" 5:15–5:30 p.m. WEDNESDAY, APRIL 5 AND 12 5:30–5:45 p.m. EACH WEDNESDAY THEREAFTER	Successful persons in all walks of life a subjects of interviews by youngsters who to follow in their footsteps. The progr presented with the cooperation of *Young A ica* magazine. APRIL 5: "So You Want to Be a Nurse?"– D. Wolf of New York Hospital, Guest. APRIL 12: "So You Want to Be an Orch Leader?"—Andre Kostelanetz, Guest. APRIL 19: "So You Want to Be an A Officer?" APRIL 26: "So You Want to Be a Publish
"March of Games" WED. & FRI., 5:15–5:30 p.m. BEGINNING APRIL 18, TUES. AND THURS., 5:30–5:45 p.m.	Children who like asking questions and dren who prefer answering them are g opportunity on this bi-weekly CBS prog directed by Nila Mack. Questions subm by youthful listeners are posed to four equ youthful contestants, and prizes awar Arthur Ross, schoolboy master of cerem and Sybil Trent, 11-year-old "Miss D Major" are featured.
"Let's Pretend" MON. & THURS., 5:15–5:45 p.m. BEGINNING APRIL 22 SATURDAY, 12:30–1:00 p.m.	The world's great fairy tales and original tasies are dramatized by Nila Mack and sented with a cast of child actors. These dra have been a Columbia children's feature eight years. Beginning April 22, they wil heard on Saturday afternoons.

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* is presenting its 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths. APRIL 2: *Morning*—Rev. Ernest G. Richardson, Bishop of the Methodist Episcopal Church, Philadelphia. *Afternoon*—Most Rev. James A McFadden, D.D., Auxiliary Bishop of Cleveland. APRIL 9: *Morning*—Rt. Rev. William T. Manning, Bishop of New York, Cathedral of St. John the Divine. *Afternoon*—President J. Reuben Clark, Jr., First Counselor of the First Presidency of the Church of Jesus Christ of Latter Day Saints, Salt Lake City. APRIL 16: *Morning*—Rev. Frederick L. Fagley, General Council of the Congregational and Christian Churches, New York. *Afternoon*—Rev. Dr. Joseph A. Daly, Church of St. Gregory the Great, New York. APRIL 23: Rev. Augustus P. Reccord, Church of Our Father (Unitarian), Detroit. *Afternoon*—Rev. Dr. David de Sola Pool, Spanish and Portuguese Synagogue, New York. APRIL 30: *Morning*—Rev. Grove G. Johnson, National Baptist Memorial Church, Washington, D. C. *Afternoon*—Rt. Rev. Mgr. John J. Hunt, Visitation Rectory (Catholic), Detroit.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTI
PERSONALITIES	**Richard Maxwell** 9:00–9:15 a.m. MONDAY, WEDNESDAY AND FRIDAY	Richard Maxwell presents three progra hymns and inspirational songs each Homely philosophy in poetry and pros ments the songs of the CBS tenor.
	Outdoors with Bob Edge 7:15–7:30 p.m. EACH THURSDAY	Bob Edge, popular young sportsman, is in this series of informal talks dedica hunting and fishing enthusiasts.
	Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Family includes the I Brothers (Kelly, Jack and Pete), Helen ander, soprano; Nicholas Cosentino, t Charles Magante, accordionist; Sam He xylophonist, and Waldo Mayo's Orchest
LIGHT MUSIC	**Ray Block's Varieties** 4:15–4:45 p.m. EACH THURSDAY	Ray Block leads his orchestra in these v programs, assisted by guest vocalists rhythm groups.
	Al Bernard's Merry Minstrels TUESDAY, 4:15–4:45 p.m.	A streamlined, modern version of the old minstrel show. Al Bernard, long a headli this field of entertainment, is starred.
	National Hillbilly Champions 10:00–10:30 a.m. EACH SATURDAY	Hillbilly music, performed by the na leading mountaineer group, Pappy Ches National Hillbilly Champions, is heard Saturday morning from station KMOX.
	Nan Wynn MONDAY, 4:45–5:00 p.m. THURSDAY, 6:45–7:00 p.m.	Nan Wynn, Columbia's sweet-swing sing heard twice weekly in her own progra stylized songs.

PROGRAM AND TIME	DESCRIPTION
Moods for Moderns 1:30–2:00 p.m. EACH SATURDAY UNTIL APRIL 15	Lyn Murray, outstanding young conductor, directs these programs of original arrangements of modern music, and features guest soloists and choruses.
CBS Vocalists Various hours MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Clyde Barrie, Ruth Carhart, Buddy Clark, Ray Heatherton, Audrey Marsh, Doris Rhodes, Genevieve Rowe, Jack Shannon, Barry Wood
Deep River Boys, **Eton Boys,** **Four Clubmen** Various hours	These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.
Dance Orchestras Various hours MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for April: Dick Barrie, Charles Baum, Archie Bleyer, Henry Busse, Cab Calloway, Shep Fields, Paul Kain, Sammy Kaye, Wayne King, Kay Kyser, Enoch Light, Matty Malneck, Jack Marshard, Ozzie Nelson, Leighton Noble, Red Norvo, Jack Teagarden, Dick Stabile

ADDENDA: MARCH PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of *March* programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

THE EUROPEAN SITUATION

Wednesday, March 15

CBS flashed news of the partition of Czecho-Slovakia by the German government, 6:36 a.m. H. V. Kaltenborn, CBS expert on international affairs, analyzed the changed map of Europe, 3 p.m.

Thursday, March 16

CHICAGO-NEW YORK — Jan C. Masaryk, former Czech ambassador to Great Britain, made his first public pronouncement on the partition on his homeland, in a two-way radio interview with Mr. Kaltenborn, 6:45–7 p.m.

Friday, March 17

WASHINGTON—Ernest K. Lindley, journalist, reported developments in the nation's capital, 3–3:15 p.m.

LONDON—Prime Minister Chamberlain made a 40-minute speech on the stand of his government, 3:15–3:55 p.m. NEW YORK—Mr. Kaltenborn followed with an analysis, 3:55–4 p.m.

LONDON-NEW YORK—Edward R. Murrow, chief of Columbia's European staff, discussed developments with Mr. Kaltenborn across the Atlantic, 7–7:15 p.m.

PARIS—Walter Kerr, *Herald-Tribune* correspondent, reported reactions in the French capital, 11:15–11:30 p.m.

Saturday, March 18

SAN FRANCISCO—Maurice Hindus, who reported for CBS from Prague last Fall, spoke from the West Coast, 4:45–5 p.m.

LONDON—Edward R. Murrow reported from the British capital, 6:15–6:30 p.m.

PARIS—William L. Shirer, CBS European representative, took up his post in the French capital, 11:15–11:30 p.m.

Sunday, March 19

BUDAPEST—Baron Sigismund Perenyi spoke from Hungary, one of the chief danger spots in Europe, 1:30–2 p.m.

LONDON-PARIS-PRAGUE-CHICAGO — Another CBS "first" linked four capitals simultaneously, with Mr. Kaltenborn in Chicago, Mr. Murrow in London, Mr. Shirer in Prague and Melvin Whiteleather, AP correspondent, in Prague, 5–5:30 p.m.

WASHINGTON—Senator Key Pittman (D-Nevada, chairman of Foreign Relations Committee, spoke on "Revising the Neutrality Act," 10:45–11 p.m.

onday, March 20

NDON—Pertinax, noted European journal-i gave his opinion of the European situa-tn, 4:45–5 p.m.

ASHINGTON—Erwin R. Canham, corre-ondent for the *Christian Science Monitor*, oke from the nation's capital, 11:15–1:30 p.m.

esday, March 21

NDON—The arrival of President Lebrun France in London was described by ward R. Murrow, 5:40–5:45 p.m.

dnesday, March 22

ICAGO—Mr. Kaltenborn was heard in an alysis of new developments, 4:35–4:45 n.

NDON—Mr. Murrow reported on the re-ts of the Lebrun visit, 6:30–6:35 p.m.

RLIN—From the German capital itself, erre J. Huss, International News Service rrespondent, reported to CBS listeners, 7–15 p.m.

ursday, March 23

EMEL—Adolf Hitler spoke from the an-xed Lithuanian city of Memel, 8:22–8:42 n.

RLIN-PARIS-LONDON-NEW YORK—A sec-d CBS European roundup brought to nerica the voices of Wallace R. Deuel, rlin chief of the *Chicago Daily News;* Mr. rrow from London and Mr. Shirer from ris, with Mr. Kaltenborn presiding in w York, 6:45–7 p.m.

ASHINGTON—Representative Emanuel ller (D) of New York proposed "More taliation Against Hitler," 10:45–11 p.m.

Saturday, March 25

BUDAPEST AND WARSAW—CBS moved into the danger zone of Europe for talks by Michael Kwapiszewski on the Polish viewpoint and by Rupert Gosling on the Hungarian situation, 4:30–4:45 p.m.

Sunday, March 26

ROME—Benito Mussolini's long-awaited speech, outlining Italy's demands, was broadcast by Columbia, 5–5:30 a.m.

PARIS-LONDON-ROME-NEW YORK—The third CBS European roundup presented the views of Sir Frederick Whyte and Mr. Murrow in London; Reynolds Packard, United Press correspondent, from Rome; Mr. Shirer in Paris and Mr. Kaltenborn in New York, 5–5:30 p.m.

Tuesday, March 28

WASHINGTON-NEW YORK—"American Reactions to Nazi Aggression" were given by General Hugh S. Johnson, William Green, Senator Elbert D. Thomas (D) of Utah, speaking from the capital, and Wythe Williams, editor of the *Greenwich Tribune*, and Colonel Theodore Roosevelt, in New York, 10:45–11:15 p.m.

Wednesday, March 29

PARIS—Premier Edouard Daladier of France presented the attitude of his government, in the face of Italian demands, 2:45–3:30 p.m.

THE PAPAL ELECTION

- MARCH 1: William L. Shirer described the scene outside the Vatican during the Conclave of Cardinals, 5:30–5:45 p.m.

- MARCH 2: For the first time in history, the voice of the newly-elected Pope was carried

to the world by radio, as Pius XII gave the Papal blessing "Urbi et Orbi" from the Vatican, 11:27 a.m.–12:27 p.m.

Arnoldo Cortesi, former *New York Times* correspondent, reviewed the career of the new Pope. 3–3:15 p.m.

Bishop James H. Ryan of Omaha and the Rev. Dr. Robert I. Gannon, president of Fordham University, described the character of the new Pope in the light of their personal contact with him on his visit to this country, 6:45–7:15 p.m.

MARCH 12: The coronation of the Pope was covered by Columbia on a special 24-hour schedule. The broadcasts began with selected music by the Minneapolis Symphony Orchestra, directed by Dmitri Mitropoulos, 1:00–2:00 a.m., followed by the choir of St. Meinrad Monastery, Indiana, who chanted the Gregorian "Liturgy on the Day of the Coronation of the Pope" from their choir stalls for the first time on radio, 2–2:30 a.m. The entire coronation ceremonies from St. Peter's in Rome were described by the Rev. John P. Delaney, of New York, now attached to Vatican radio station HVJ, assisted by William L. Shirer, Columbia's Central European representative, 2:30–7:15 a.m.

PUBLIC AFFAIRS

MARCH 11: Senator Sheridan Downey (D) of California, Representative Robert Luce (R) of Massachusetts and Lawrence Dennis, economist-publicist, discussed "America's Fiscal Policy," under the auspices of The People's Lobby, Inc., 1–1:30 p.m.

MARCH 14: "The Popes Condemn Anti-Semitism" asserted the Rev. Dr. Maurice S. Sheehy of Catholic University, 10:45–
p.m.

MARCH 18: "Why Should I Go To C-
lege?" was the question answered by M
Marion Edwards Park, president of B
Mawr, Miss Constance Warren, president
Sarah Lawrence, and Ordway Tead, ch-
man of the New York City Board of Hig
Education, 2:45–3 p.m.

Senator Edward R. Burke (D) of Nebra
gave his opinion on "What Shall We Do w
the Wagner Act?" 10:45–11 p.m.

MARCH 23: "National Rivers and H-
bors" was the subject of Representat
Robert Alexis Green (D) of Florida, 5–5
p.m.

MARCH 25: Governor Blanton Winship
Puerto Rico gave "A Report from Pue
Rico," 10:45–11 p.m.

MARCH 27: Colonel Theodore Roose
spoke in behalf of National Jewish H-
pital Week, 4:55–5 p.m.

SPECIAL EVENTS

MARCH 11: Ted Husing reported the hi-
lights of the 20th annual Knights of Col-
bus track meet, from Madison Square G-
den, 11–11:15 p.m.

MARCH 12: The addition of stati
WKAQ, San Juan, Puerto Rico to the Col-
bia Network was observed with speec
by Governor Blanton Winship in San J
and Ernest Gruening of the Department
the Interior in Washington, and some nat
music from the West Indies island, 10:
11:15 p.m.

• MARCH 14: The new Yankee Clipper, flyi over New York in a test flight before ering trans-Atlantic service, was contted by shortwave, 3–3:05 p.m.

• MARCH 17: CBS station WRVA, of Richmnd, Virginia, dedicated its new transmittein a special program featuring Senator Hrry F. Byrd (D) of Virginia, speaking fn Washington, Governor James H. Price (), the Crossroads Symphony Orchestra a the Shrine Chanters, from Richmond, a Albert Alley and Guy Repp, the Four Cbmen and Leith Stevens and his orchestr from New York, 10:30–11 p.m.

• MARCH 18: The Fashion Academy's a ual awards to America's best-dressed wnen were announced for the fourth consitive year over Columbia by Emil Alvin Hrtman, director, from the Waldorf-Apria, 1:15–1:30 p.m.

• MARCH 20: Frank Buck, Eltinge Warner, Lin Bogue Hunt, and Billy Lares, 10, compd in a quiz on "Fur, Fins or Feathers?" bng questioned on various bird, animal a fish calls by Bob Edge, CBS commentatc under the auspices of the National Wild L League, 4–4:15 p.m.

• MARCH 29: The Intercity Golden Gloves chmpionships between the winners from Nw York and Chicago, was described blowbolow from Chicago Stadium by Pat Flanagan and John Harrington, CBS sports announcers, 11:15 p.m.–12 midnight.

SERIOUS MUSIC

• MARCH 11: The Intercollegiate Music Guild of America presented works by college students, some of whom played their own compositions, 12:30–1 p.m.

• MARCH 12: Ernest Bloch's "Avodeth Hakobesh," a Sabbath Service, was performed in Boston by 30 mixed voices of the St. Cecilia Society and the Temple Ohabei Shalom Choir, directed by Arthur Fiedler, with the composer as speaker, 5–5:30 p.m.

• MARCH 17: The Linnets Chorus of men's voices of Notre Dame University, directed by Orville R. Foster, sang a group of Irish songs, 4:45–5 p.m.

• MARCH 25: The *a cappella* choir of Beaver College, Jenkintown, Pa., composed of 25 girls directed by Ruth Bampton, gave a recital, 1–1:30 p.m.

The glee club of 100 students of St. Elizabeth College, New Rochelle, under the direction of Frederick Joslyn and accompanied by Axelina McKinlay, presented a variety of chorals, 3:30–4 p.m.

• MARCH 31: The Evansville College *a capella* choir broadcast from Evansville, Indiana, 4:45–5 p.m.

THE COLUMBIA BROADCASTING SYSTEM
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MAY, 1939

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h Romance of Helen Trent *ial drama* (See also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	282 Weeks
h Human Side of the News, y lwin C. Hill (Starts May 1st)	Mon. thru Fri. 6:05–6:15 p.m. ORIGINATES: WABC *Rebroadcast* *11:05–11:15 p.m.*	The Joseph Katz Company	39 Weeks
or Hit Parade Ia Warnow's Orchestra. ary Ross, Raymond Scott's Quartet, Kay Lorraine and the orsmiths *pular music and vocalists*	Saturday 10:00–10:45 p.m. ORIGINATES: WABC	Lord & Thomas	157 Weeks
e Bernie and All the Lads vit Lew Lehr *usic and comedy*	Sunday 5:30–6:00 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	
oie Tucker and Her Show *riety*	Mon., Wed., Fri. thru May 5th only 6:45–7:00 p.m. *Rebroadcast* *12:30–12:45 a.m.* ORIGINATES: WABC	Lord & Thomas	
u Gal, Sunday *ial drama* (See also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	118 Weeks
ecnd Husband ritHelen Menken, presented y e Famous Actors' Guild *amatic*	Tuesday 7:30–8:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	399 Weeks

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CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler

† *Columbia Pacific Network Only*

PROGRAM	TIME	AGENCY	ON CBS*
ne Romance of Helen Trent *Seal drama* ee so AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	207 Weeks
ew Views and Sport **ev ws by Hughes**	†Sun., Mon., Wed. and Friday 8:30–8:45 p.m. PST ORIGINATES: KNX	Russell M. Seeds Co., Inc.	31 Weeks
let ier Wiley *N s and features*	†Thursday 12:45–1:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	17 Weeks
irs Nighter ith arbara Luddy and es emayne *Dma at the "Little Theater of Times Square"*	Friday 8:00–8:30 p.m. ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	66 Weeks
an bell Playhouse rs Welles, director; nd iest stars *Dmatizations*	Friday 9:00–10:00 p.m. ORIGINATES: WABC	Ward Wheelock Company	230 Weeks
m 'n' Andy *Cedy*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* ORIGINATES: KNX		
lajr Bowes' **ri nal Amateur Hour** *Aateurs, with* Major Bowes *a Master of Ceremonies*	Thursday 9:00–10:00 p.m. ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	165 Weeks

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	Concentrated Super Sud
	Palmolive Soap
	Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY COMPANY	Old Dutch Cleanser

olute Ask-It Basket m cWilliams, MC *Questions and answers*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	106 Weeks
ar Busters *Face-file dramatizations*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: WABC		164 Weeks
ly and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* ORIGINATES: WABC		165 Weeks
lilop House tarng Bess Johnson *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* ORIGINATES: WABC		168 Weeks
te nother *Dramatic serial*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	106 Weeks
Prey Kitty Kelly *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* ORIGINATES: WABC	Benton & Bowles, Inc.	215 Weeks
Bachelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m. ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	227 Weeks

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ETHYL GASOLINE CORP.	"Ethyl" Gasoline
EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Sanka Coffee Jell-O Ice Cream *(Beginning May 23rd)*

† Columbia Pacific Network Only

o lem Clinic	†Sunday 1:30–2:00 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	16 Weeks
v cade of America o as Chalmers, narrator; si Ruysdael, commentator; on Voorhees' Orchestra d ramatic cast	Monday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	164 Weeks
ar-Up Time ar ng Walter O'Keefe, nd Kostelanetz's Orchestra, ay hompson's Rhythm Singers d uest stars *sical variety*	Thursday 10:00–10:45 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	16 Weeks
u d Ballot Box it Knox Manning	†Monday 9:30–9:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	76 Weeks
u lay Evening Hour o Symphony Orchestra and h us, Fritz Reiner*, con- lu r. *Guest Soloists:* A 7: Jascha Heifetz A 14: Greenfield Village Chorus A 21: Kirsten Flagstad A 28: Alec Templeton *ith talks by W. J. Cameron* B May 21, John Barbirolli is conductor	Sunday 9:00–10:00 p.m. ORIGINATES: WJR	N. W. Ayer & Son, Inc.	266 Weeks
e he People it Gabriel Heatter, Harry von Zell nd uests *al-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	219 Weeks

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	Calumet Baking Powder Swans Down Cake Flour
	La France Satina
	Diamond Crystal Salt
	Postum
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes, Waxes, Whites and Dyes
GULF OIL CORPORATION	Motor Oil and Gas

oe . Brown ith rank Gill and Bill Demling, mlians, Paula Winslow, lar ret McCrae, vocalist and ar Sosnik's Orchestra *Cnedy and music*	Thursday 7:30–8:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: KNX	Benton & Bowles, Inc.	219 Weeks
at Smith Hour ith bbott and Costello, comedians; Th Aldrich Family," comedy ri Ted Straeter Choir, Jack ill 's Orchestra and guest stars *Viety show*	Thursday 8:00–9:00 p.m. *Rebroadcast* *12 mid.–1:00 a.m.* ORIGINATES: WABC	Young & Rubicam, Inc.	
la Margaret McBride *Rio columnist*	Mon., Wed., Fri. 12:00–12:15 p.m. *Rebroadcast* *5:30–5:45 p.m.* ORIGINATES: WABC		
at Smith—Noonday Chats *Ns and features*	Tues., Thurs., Sat. 12:00–12:15 p.m. ORIGINATES: WABC	Benton & Bowles, Inc.	
ur and Abner *Cnedy sketches*	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* ORIGINATES: KNX	Young & Rubicam, Inc.	
in to Shine, ith Hal Kemp's Orchestra nd uests *Viety* Sta May 2nd)	Tuesday 10:00–10:30 p.m. ORIGINATES: WABC	Bermingham, Castleman & Pierce, Inc.	26 Weeks
lol wood Guild ith creen stars as guests, and sc Bradley's Orchestra *Viety and drama*	Sunday 7:30–8:00 p.m. ORIGINATES: KNX	Young & Rubicam, Inc.	273 Weeks

Th gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
HOLLAND FURNACE COMPANY	Holland Heating and Air Conditioning Equipment
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
INTERNATIONAL SILVER COMPANY	1847 Rogers Bros. Wm. Rogers & Son
KELLOGG COMPANY	Kellogg's Corn Flakes

PROGRAM	TIME	AGENCY	TOW CBS*
...olulu Bound ...ar...ng Phil Baker, "Bottle". ...e ...ndrews Sisters, and Harry ...alt...'s Orchestra *...nedy, musical*	Saturday 9:00–9:30 p.m. *Rebroadcast* 10:45–11:15 p.m. ORIGINATES: WABC	Young & Rubicam, Inc.	16 Weeks
...ely and Romance ...ith...ddie Dunstedter and ...Ma... & Harvey"	Mon., Wed., Fri. 11:00–11:15 a.m. ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	89 Weeks
...he Holland Tulip Festival, ...Holland, Michigan *...nual on-the-scene broadcast*	Saturday, May 13th 2:00–2:30 p.m. ORIGINATES: WBBM	Ruthrauff & Ryan, Inc.—Chicago	May 13th Only
...Can Be Done ...dg... A. Guest, poet-philosopher, ...re...ting dramatized lives of ...m...s guests *...etry and drama*	Wednesday 10:30–11:00 p.m. ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	70 Weeks
...er Honor, Nancy James ...o-s...rring Barbara Weeks and ...ed Vever *...ial drama*	Mon. thru Fri. 12:15–12:30 p.m. ORIGINATES: WABC	Lord & Thomas	96 Weeks
...ilver Theater ...ond Nagel, narrator-director, ...ith guest stars of stage and screen *...amatic*	Sunday 6:00–6:30 p.m. ORIGINATES: KNX MAY 21 AND 28: WABC	Young & Rubicam, Inc.	79 Weeks
...ie Wing *...iation Adventure*	Mon. thru Fri. 6:15–6:30 p.m. *Rebroadcast* *8:15–8:30 p.m.* *Fri., 8:30–8:45 p.m.* ORIGINATES: WABC	J. Walter Thompson Company	54 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap
	Rinso
	Lifebuoy
	Rinso
	Spry

†*Columbia Pacific Network Only*

lether Wiley	†Friday 2:00–2:15 p.m. PST ORIGINATES: KNX	Kenyon & Eckhardt. Inc.	40 Weeks
uGal, Sunday *Sial drama* (ee so ANACIN COMPANY)	Thurs. and Fri 12:45–1:00 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	385 Weeks
uyombardo and His rcestra *Pular music*	Monday 10:00–10:30 p.m. ORIGINATES: WABC	Pedlar & Ryan. Inc.	282 Weeks
rad Central Station *Dmatic sketches*	Friday 10:00–10:30 p.m. ORIGINATES: WABC	Lambert & Feasley. Inc.	96 Weeks
heux Radio Theatre ithtars of stage and screen *Lma*; Cecil B. DeMille, *director*	Monday 9:00–10:00 p.m. ORIGINATES: KNX	J. Walter Thompson Company	180 Weeks
ig own ar ıg Edward G. Robinson th laire Trevor *Dmatic*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 a.m.* ORIGINATES: KNX	Ruthrauff & Ryan. Inc.	145 Weeks
ic Powell itl lartha Raye, Parkyakarkus, ud luskin's Orchestra, Guest Stars *Cnedy and music*	Tuesday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: KNX		145 Weeks
ig ister itl Alice Frost and Martin Gabel *Sial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* ORIGINATES: WABC		138 Weeks
Aun Jenny's Real Life Stories *Dmatic*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* ORIGINATES: WABC		120 Weeks

The gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY *Continued*	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
P. LORILLARD COMPANY	Old Gold Cigarettes
McKESSON & ROBBINS, INC.	Calox Toothpaste Solidified Albolene
NEHI CORPORATION	Royal Crown Cola
NOXZEMA CHEMICAL COMPANY	Noxzema
OLD TRUSTY DOG FOOD COMPANY	Old Trusty Dog Food

††Columbia New England Network only

Th Life and Love of Dr. Susan *Dramatic*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* ORIGINATES: WABC	J. Walter Thompson Co.	12 Weeks
Pa Whiteman and his Orchestra, with Joan Edwards, and The Modernaires *Musical Variety*	Wednesday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	329 Weeks
Burns and Allen with Frank Parker, Ray Noble's Orchestra and Paul Douglas *Comedy and music*	Friday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: WABC		
Melody and Madness with Robert Benchley and Artie Shaw's Orchestra *Variety*	Sunday, May 7th and 14th only 10:00–10:30 p.m. ORIGINATES: KNX	Lennen & Mitchell, Inc.	234 Weeks
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 9:30–9:45 a.m. ORIGINATES: WABC	Bowman & Columbia, Inc.	79 Weeks
Believe It or Not Ripley *Music and variety*	Friday 10:30–11:00 p.m. ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	6 Weeks
Professor Quiz with Bob Trout *Questions and answers*	Saturday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	52 Weeks
Jury Dogs *Dramatic*	††Sunday 5:15–5:30 p.m. ORIGINATES: WEEI	H. B. Humphrey Company	4 Weeks

** The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Chipso Crisco

PROGRAM	TIME	SPONSOR	NO. OF WEEKS
Do Barclay's Daughters *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	78 Weeks
Saturday Night Serenade Ma Eastman, soprano; Bill Perry, en and Gustav Haenschen's Orchestra and Chorus *Musical*	Saturday 9:30–10:00 p.m. ORIGINATES: WABC	Gardner Advertising Company	287 Weeks
Ma Lee Taylor ion economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Dramatize Short Stories, Floyd Sherman, Roger Kinney, Genevieve Rowe, "Berly", Glenn Cross, Ray Bloch's Swing 14 *Variety and dramatic interludes*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* ORIGINATES: WABC	The Biow Company, Inc.	138 Weeks
Knickerbocker Playhouse, with Elliott Lewis and Guest Stars *Dramatic* (Starts May 21st)	Sunday 10:00–10:30 p.m. ORIGINATES: WBBM	H. W. Kastor & Sons	231 Weeks
The Goldbergs *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful *Serial drama*	1:15–1:30 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life *Serial drama*	1:30–1:45 p.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
The Day Is Ours *Serial drama*	1:45–2:00 p.m. ORIGINATES: WABC	Compton Advertising, Inc.	

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE COMPANY *Continued*	Drene Chipso
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
RIO GRANDE OIL, INC.	Petroleum Products
S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Goods
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream

†*Columbia Pacific Network Only*

imie Fidler *Hlywood news reporter*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* ORIGINATES: KNX	H. W. Kastor & Sons	231 Weeks
Ianattan Mother *Sial drama*	Mon. thru Fri. 9:15–9:30 a.m. ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Kalenborn Edits the News *Ews Analysis*	Sun. and Tues. 10:30–10:45 p.m. ORIGINATES: WABC	Leo Burnett Company, Inc.	1 Week
Ddie Cantor's Camel Caravan ithBert Gordon, Sid Fields. lert'arks and Edgar Fairchild's rcstra *Cnedy and music*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* ORIGINATES: WABC	William Esty & Company, Inc.	305 Weeks
Ben y Goodman's Orchestra ith ohnny Mercer, singer *Asic and guests*	Tuesday 9:30–10:00 p.m. ORIGINATES: WABC		
Calng All Cars *Vice file dramatizations*	†Monday 9:00–9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	283 Weeks
Wat A Divorce *Lmatic*	†Friday 9:00–9:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	29 Weeks
Yor Family and Mine *ama*	Mon. thru Fri. 2:30–2:45 p.m. ORIGINATES: WABC	McKee & Albright, Inc.	Starts May 1st

Thegures indicate the total number of weeks
n ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

THE TEXAS COMPANY	"Texaco" Products
TWENTIETH CENTURY FOX FILM CORPORATION	Twentieth Century Fox Fi "Rose of Washington Squa"
UNITED STATES RUBBER COMPANY	Tires and Rubber Product
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WILMINGTON TRANSPORTATION COMPANY	Santa Catalina Island Summer Resort
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gu Wrigley's Spearmint Gum

†Columbia Pacific Network Onl
††Columbia California Network ly

ex o Star Theater en lurray, MC; Frances Langford, ed Sparks, Kenny Baker, Texaco ar horus, Jimmy Wallington, av Broekman's Orchestra *sical, variety, dramatic*	Wednesday 9:00–10:00 p.m. ORIGINATES: KNX	Buchanan & Company, Inc.	108 Weeks
Ke ucky Derby ep ted by Bryan Field, ed lusing and Mel Allen *h running of the turf classic*	Saturday, May 6th 6:15–6:45 p.m. ORIGINATES: WHAS	Kayton-Spiero Company, Inc.	May 6th Only
Ra nond Paige, **9 en and a Girl** *sical*	Wednesday 10:00–10:30 p.m. ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	39 Weeks
lo el Minstrels vit Tom Howard and George She on, the Eton Boys and Ray Bloch's Orchestra *medy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* ORIGINATES: WABC	Arthur Kudner, Inc.	205 Weeks
Ca lina Islander, wit Gary Breckner *n-on-street interviews*	†Mon. thru Fri. 2:15–2:30 p.m. PST	Neisser-Meyerhoff, Inc.	Starts May 22nd
Ga way to Hollywood *otion-picture talent quest*	Sunday 6:30–7:00 p.m. ORIGINATES: KNX	Frances Hooper Advertising Agency	262 Weeks
Sc tergood Baines *rial drama*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *5:00–5:15 p.m.* ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

* *T figures indicate the total number of weeks in which the client has used CBS facilities.*

SPONSORED PROGRAMS

GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
DUNN & McCARTHY, INC.	Enna-Jettick Shoes
FRIGIDAIRE CORPORATION	Electric Refrigerators
GORDON BAKING COMPANY	Silvercup Bread
HORN & HARDART COMPANY	Automat Restaurants
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
PETER PAUL, INC.	Mounds Candy Bars

l l me games of New York nl es and New York Giants *Pl-by-play description by rch McDonald*	Approx. 3:10–5:15 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	2 Weeks
ew Program	Mon. thru Sat. 6:00–6:05 p.m.	Kenyon & Eckhardt. Inc.	13 Weeks
oo. Review	Mon., Wed., Fri. 6:30–6:45 p.m.	Russell M. Seeds Company	4 Weeks
m Signals	Mon. thru Sun. 10 Times daily	The Biow Company	504 Weeks
e' Steppin' Along ew arker, MC; Jimmy Shields, no Ed Smalle's "Enna-Jettick eve' and D'Artega's Orchestra	Saturday 9:30–10:00 p.m.	Marschalk & Pratt. Inc.	11 Weeks
riglaire Melody Time	Mon., Wed., Fri. 8:45–9:00 a.m.	Lord & Thomas	7 Weeks
cc ding to Hoyt *B eball previews with Waite Hoyt*	Mon. thru Fri. 3:00–3:10 p.m.	N. W. Ayer & Son, Inc.	2 Weeks
hi ren's Hour	Sunday 10:30–11:30 a.m.	The Clements Company	421 Weeks
hoorning Almanac, at ing Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow. Inc.	16 Weeks
ar Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	22 Weeks
acers Sports Review	Tues., Thurs., Sat. 6:30–6:45 p.m.	Stack-Goble Agency	10 Weeks
Th Odd Side of the News	Tues., Thurs., Sat. 8:00–8:05 a.m.	Platt-Forbes. Inc.	24 Weeks

The gures indicate the total number of weeks in ich the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "By Columbia" for May are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. PUBLIC AFFAIRS . . . . . *Page 28*

2. SPECIAL EVENTS . . . . . *Page 31*

3. EDUCATIONAL PROGRAMS . . . *Page 32*

4. DRAMATIC SERIES . . . . . *Page 36*

5. SERIOUS MUSIC . . . . . *Page 37*

6. CHILDREN'S PROGRAMS . . . . *Page 40*

7. RELIGIOUS BROADCASTS . . . . *Page 41*

8. PERSONALITIES . . . . . *Page 43*

9. LIGHT MUSIC . . . . . *Page 43*

ADDENDA: APRIL PROGRAMS . . . . . *Page 45*

Merle Thorpe 10:45–11:00 p.m. TUESDAY, MAY 2	Merle Thorpe, editor of *Nation's Business*, speaks during the 27th annual meeting of the Chamber of Commerce, held in Washington.
Mrs. Roosevelt 10:45–11:00 p.m. THURSDAY, MAY 4 AND 18	Mrs. Franklin D. Roosevelt is heard twice during May, first discussing "Pioneer Youth and the Union," on the 15th anniversary of the Pioneer Youth of America, and two weeks later speaking under the auspices of the Alliance for the Guidance of Rural Youth and the Welfare Council of New York City.
Josef Beck 6:00–8:00 a.m. FRIDAY, MAY 5	CBS broadcasts Poland's answer to the German demands, voiced by Foreign Minister Josef Beck to the Polish Sejm (Parliament).
The King and Queen of England Various hours MAY 6 THRU 30	The historic visit of King George VI and Queen Elizabeth of England to Canada and the United States is covered in its entirety by Columbia, beginning with their Majesties' departure from Portsmouth, England, and continuing with an on-the-scene report of their progress through Canada by Bob Trout, Columbia's public affairs reporter. The schedule: MAY 13 AND 14: St. Lawrence River. MAY 15: Quebec. MAY 18: Ottawa. MAY 22: Woodbine Park, Toronto. MAY 24. Winnipeg. MAY 30: Victoria, B. C.
Dr. C. S. Marsh 5:00–5:15 p.m. SATURDAY, MAY 6	Dr. C. S. Marsh, vice-president of the American Council on Education, discusses the Council's program, from the 22nd annual meeting, held at the Mayflower Hotel, Washington, D.C.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

President Roosevelt MAY 10, 10:45–11 p.m. MAY 22, 10:30–11 p.m.	The President takes to the air twice, firs n special message dedicating the new Mu um of Modern Art building in New York, an in an address before the American Retai ed eration, in the banquet hall of the May ver Hotel, Washington, where he is introduc b Louis Kirstein, chairman.
Senator Bridges 5:30–5:45 p.m. THURSDAY, MAY 11	Senator Henry Styles Bridges (R) of ew Hampshire suggests "Co-operating for F ov ery" in connection with the conference th National Association of Mutual Savings B ks.
Postmaster General Farley 10:45–11:00 p.m. THURSDAY, MAY 11	Postmaster General James A. Farley giv hi views on "Women's Part in Politics" t the Democratic Women's Conference he at Columbus, Ohio.
Moral Rearmament Conference 5:15–5:30 p.m. SUNDAY, MAY 14	Henry W. (Bunny) Austin, noted British vis Cup tennis star, is among those speaking the Moral Rearmament Conference, held at di son Square Garden.
Howard Hunter 10:45–11:00 p.m. SUNDAY, MAY 14	Howard Hunter, Deputy WPA Administ or, speaks from Washington of the current ua tion in the Works Progress Administrati
Senator Barkley 10:45–11:00 p.m. TUESDAY, MAY 23	Senator Alben Barkley (D) of Kentuck ad dresses the Women's division of the Demo atic National Committee, Winston-Salem, N.

Institute Leadership 6:30–7:00 p.m. THURSDAY, MAY 25	CBS presents speakers from the prominent women throughout the United States who gather at the Hotel Commodore, New York, for the Congress of the Committee on International Affairs of the Institute Leadership.
Foundations of Democracy 6:30–7:00 p.m. EACH TUESDAY	Senator Robert A. Taft (R) of Ohio and Representative T. V. Smith (D) of Illinois discuss economic and social questions each week, to demonstrate "the democratic method of mutual criticism and controversy." The May schedule: MAY 2: "The American Farmer—Citizen or Peasant?" MAY 9: "Path to Recovery—Thrift or Spending?" MAY 16: "Forward America—Which Way and What Speed?"
The World Today 5:00–5:30 p.m. EACH SUNDAY	The chief news centers of the world are hooked up by the Columbia Network each Sunday and CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."
"Today" with Bob Trout MONDAY, WEDNESDAY, THURSDAY, FRIDAY, 6:30–6:45 p.m.	Bob Trout, Columbia's ace reporter, tells the story of what's going on in the world "Today," in four news broadcasts each week.
Capital Opinions 10:45–11:00 p.m. EACH SUNDAY	Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia's station in Washington.

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

Kentucky Derby Previews Various hours MAY 2, 4, 5 AND 6	From the CBS booth at Churchill Downs Bryan Field describes the trial running of the 65th annual running of America's turf classic, the Kentucky Derby (see page 5). The preview broadcast schedule: MAY 2: 5:45–6:00 p.m. MAY 4: 2:45–3:00 p.m. MAY 5: 5:30–5:45 p.m. MAY 6: 5:15–5:30 p.m.
Belmont Park 4:15–4:45 p.m. MAY 11, 18, 20, 27 AND 30	Columbia's exclusive coverage of New York Racing Association events includes this month the following races at Belmont Park, reported by CBS turf expert Bryan Field: MAY 11: The Toboggan Handicap. MAY 18: The Acorn. MAY 20: Metropolitan Handicap. MAY 27: The Withers. MAY 30: The Suburban.
Memphis Cotton Carnival 12:30–1:00 a.m. THURSDAY, MAY 11	The King and Queen of Cotton and their court face CBS microphones at the traditional Memphis Cotton Carnival ball in Ellis Municipal Auditorium. Tommy Dorsey's orchestra provides the music.
Indianapolis Speedway MAY 20 AND 27, 4:00–4:15 p.m. MAY 30, 12 Noon AND 4 p.m.	Two preview broadcasts from the Indianapolis Speedway on May 20 and 27 prepare for Columbia's coverage of the 500-mile classic which starts at noon on May 30 and ends approximately at 4:23 p.m.

CBS ADULT EDUCATION BOARD

The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman
STRINGFELLOW BARR
WILLIAM BENTON
HARRY WOODBURN CHASE
ROBERT I. GANNON, S. J.
ALVIN S. JOHNSON
HENRY R. LUCE
SPENCER MILLER, JR.
RUTH BRYAN ROHDE
THOMAS V. SMITH
GEORGE EDGAR VINCENT
WILLIAM ALLEN WHITE
RAY LYMAN WILBUR
JOSEPH H. WILLITS

Americans at Work

7:00–7:30 p.m.

EACH SATURDAY

Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The May schedule:

MAY 6: Road Builder.
MAY 13: Radio Set Builder.
MAY 20: Secretary.
MAY 27: Special Events Radio Man.

The People's Platform

7:00–7:30 p.m.

EACH SUNDAY

Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas.

MAY 7: "Will the 30-Hour Week Solve Unemployment?" *Speakers:* Assemblyman Robert H. Wagner, Jr.; Miss Lucy Goldsmith, business woman; Harry Van Arsdale, Jr., Electric Workers Local Union No. 3: and George H. Huston, National Association of Manufacturers.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPTION
Democracy in Action 2:00–2:30 p.m. EACH SUNDAY BEGINNING MAY 14	This is a new series of 26 programs des to show the people of the United State their government operates. The series i re sented by CBS in cooperation with the S Office of Education. MAY 14: Transportation and Communic —"O'er Land and Sea". MAY 21: Internal Protection—"Serving A icans". MAY 28: Foreign Relations—"World Aff
Adventures in Science 5:45–6:00 p.m. EACH MONDAY	Watson Davis interviews prominent scie on these programs presented in coope with Science Service, Inc. MAY 1: Dr. Peter Goldmark, CBS direct o television engineering, reports on new le vision developments and demonstrates a n- thetic reverberating device. MAY 8: Dr. William C. Sandy, president- ct Psychiatric Association, discusses m tal health. MAY 15: Dr. Rock Sleyster, president, A er ican Medical Association, talks from a al convention in St. Louis. MAY 22: Dr. Vincenzo Petrullo, archaeol ist. Works Progress Administration: "Americ n- earths its Past." MAY 29: Dr. A. Allen Bates, Westinghouse ec- tric and Manufacturing Company, discu ing metallurgy.

Highways to Health 5:30–5:45 p.m. EACH TUESDAY EXCEPT MAY 2 4:45–5:00 p.m. MONDAY, MAY 15	The New York Academy of Medicine arranges these medical talks for the layman. Dr. Iago Galdston, executive secretary of the Medical Information Bureau, is in charge. MAY 2: Dr. Samuel Weiss, clinical professor of gastroenterology, Polyclinic Medical School: "Chronic Indigestion" (4:00–4:15 p.m.). MAY 9: Dr. Arthur J. Bedell, attending ophthalmologist, St. Peter's Child's Hospital, Albany: "The Use of Drops in Eye Examinations." MAY 15: Dr. John Caffey, associate professor of diseases of children, College of Physicians and Surgeons, Columbia University: "Sudden Death and the Thymus." MAY 16: Dr. Iago Galdston: "Radio in the Service of Health." MAY 23: Dr. Smiley Blanton, assistant professor of psychiatry, Cornell Medical School: "Adolescence Management from Mental and Psychic Standpoint." MAY 30: Dr. Hugh Chaplin, clinical professor, Department of Pediatrics, New York University College of Medicine: "The Care of the Premature Infant."
Men Behind the Stars 5:45–6:00 p.m. EACH FRIDAY	The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Prof. William H. Barton, Jr. of the Hayden Planetarium, and Hans Christian Adamson of the American Museum. MAY 5: Draco, the Dragon. MAY 12: Hercules. MAY 19: Scorpio. MAY 26: Cipheus.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

Of Men and Books
5:15–5:30 p.m.
EACH WEDNESDAY

Current books and authors are discussed b ro-
fessor John T. Frederick of the Medill S ool
of Journalism at Northwestern Universi

MAY 3: "My Memoir", by Edith Bolling il-
son; "Autobiography With Letters by Wi
Lyon Phelps; "Unforgotten Years", by l
Pearsall Smith; "The Old Century and
More Years", by Siegfried Sassoon.

MAY 10: "The Pursuit of Happiness" by
Herbert Agar.

MAY 17: "Huntsman, What Quarry", by na
St. Vincent Millay; "Translations fron h
Poetry of Rainer Maria Rilke", by M D
Herter; "Minstrels of the Mine Patch" by
George Korson.

MAY 24: "Empires of Central Asia", by il-
liam M. McGovern; "The Dragon Wakes by
Edgar Ansel Mowrer; "The Menacing S ".
by Mona Gardner.

MAY 31: "The Grapes of Wrath", by John S in-
beck; "Christ in Concrete" by Pietro di Do ta.

What Price America?
5:30–6:00 p.m.
EACH SATURDAY

The story of the natural resources of Am ica
—their original abundance, gradual depl on
and present efforts at conservation—is ld
through dramatizations presented by CI in
cooperation with the U. S. Dept. of Int or.

MAY 6: We Reclaim Dry Earth.

MAY 13: We Welcome Conservation.

MAY 20: We Discover the Grandeur of N re.

MAY 27: We Conquer Floods.

Norman Corwin's "Words Without Music"
2:30–3:00 p.m.
EACH SUNDAY

Words Without Music was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience.

The Columbia Workshop
10:30–11:00 p.m.
EACH MONDAY

The Columbia Workshop, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques.

MAY 8: "Wild Man", by David Redstone; directed by Brewster Morgan.

MAY 15: "Law Beaters", adapted by Stanley Young from the story by Richard Connell; directed by Norman Corwin.

MAY 22: "The Emperor of the United States". by Roberto Rendueles; directed by Earle McGill.

MAY 29: "Private Throgg", by Parker Fennelly; directed by William N. Robson.

Men Against Death
2:00–2:30 p.m.
EACH SATURDAY

The heroes of Paul de Kruif's well-known books are brought to life in dramas presented in association with the Federal Theater's Radio Division. Brewster Morgan directs, Leo Fontaine and Harold Hartogensis adapt, Charles Paul is organist.

Ray Collins in "County Seat"
7:30–8:00 p.m.
EACH SATURDAY

Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat" is written by Milton Geiger.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Columbia Broadcasting Symphony 3:00–4:00 p.m. EACH SUNDAY BEGINNING MAY 14	Howard Barlow, brilliant director [illegible] Columbia Broadcasting Symphony, this [illegible] inaugurates his fourth season of Sunday [illegible] noon concerts on CBS. MAY 14: *Gluck:* Overture to "Iphige[illegible] Aulis"; *Rameau-Mottl:* Ballet Suite; *C[illegible]* "The White Peacock"; *MacDowell:* [illegible] Suite ("Indian"). MAY 21: *Beethoven:* Overture to "Le[illegible] (No. 1); *Haydn:* Symphony No. 98; *D[illegible]* Sinfonietta; *Vaughan Williams:* Overt[illegible] "The Wasps." MAY 28: Premiere performance of Co[illegible] for Two Pianos by Arthur Farwell (Na[illegible] Federation of Music Clubs' prize compos[illegible]
Bach's B-Minor Mass 3:00–5:00 p.m. SUNDAY, MAY 7	A special performance of Bach's B-mino[illegible] [illegible]lass from Convocation Hall, University of T[illegible]onto is presented over CBS as a tribute fro[illegible] the Canadian Broadcasting Corporatio[illegible] Dr. Herbert Austin Fricker conducts the Me[illegible]lels-sohn Choir of 250 voices and a sym[illegible]ony orchestra of 65 players.
From the Organ Loft 9:00–9:25 a.m. EACH SUNDAY	Julius Mattfeld, outstanding concert o[illegible]nis[illegible] and director of the CBS Music Library, i[illegible]olo-ist on these programs of organ music.
Cincinnati Conservatory of Music 11:00 a.m.–12:00 noon EACH SATURDAY	The Cincinnati Conservatory of Music p[illegible]ents its fourth season of symphonic conce[illegible] on CBS. Alexander von Kreisler arranges t[illegible] pro-grams and conducts the symphony.

Ohio State University Concerts 3:00–4:00 p.m. EACH MONDAY BEGINNING MAY 8	Symphony, choral, chamber and band music, performed by musical units of Ohio State University, is presented in four programs on CBS this month. The schedule follows: MAY 8: Ohio State University Band, directed by Eugene J. Weigel, features music by Wagner and Tschaikowsky. MAY 15: The University Chorus and the University Brass Choir feature music by Paul Hindemith and Howard Hanson. MAY 22: The University Symphony Orchestra plays Chausson's Symphony in B flat major and pieces by Moussorgsky. MAY 29: The University Men's Glee Club, Women's Glee Club and Junior Men's Glee Club participate in a program of choral music.
Exploring Music 5:00–5:15 p.m. EACH MONDAY	Bernard Herrmann, brilliant young CBS conductor, directs the Columbia String Orchestra this month in works by Johann Christian Bach, Handel and Boyce.
Columbia Concert Orchestra 2:45–3:30 p.m. EACH TUESDAY	Howard Barlow directs these forty-five minute concerts by the Columbia Concert Orchestra, and features on May 9th the Mozart Symphony No. 34 in C major.
Story of the Song 3:30–4:00 p.m. EACH TUESDAY	Each week outstanding singers of the concert stage are presented in selections from the treasury of songs in English. Genevieve Rowe, soprano; Ruth Carhart, contralto; William Perry, tenor and Hubert Hendrie, baritone.
Musical Album 5:00–5:30 p.m. EACH TUESDAY	Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the shorter classical works.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

National Federation of Music Clubs Various hours MAY 16, 17, 18 AND 22	From the biennial convention of the Na Federation of Music Clubs at Baltimor presents four programs: MAY 16: B. & O. Women's Music Club 15- 4:30 p.m.). MAY 17: Musical Arts Chorus of Y.V .A Easton, Pa., and Mixed Chorus of 90, ider Dr. Erb (3–3:15 p.m.); Philip Frank, lin ist (3:15–3:30 p.m.). MAY 18: Tuesday Musical Club Choral o itts burgh (2:45–3 p.m.). MAY 22: Symphonic Singers of Stout Ir tut (4–4:15 p.m.).
Choral Programs Various hours MAY 5, 6, 10 AND 13	MAY 5: "Miami Triad" of Miami Uni sity (4:45–5 p.m.). MAY 6: The Bradley A Capella Choir, ori (3:15–3:30 p.m.). MAY 10: The Academy Singers of Er Pa. (5:30–5:45 p.m.). MAY 13: University of Wisconsin Sixth A ru Radio Music Festival (3–3:45 p.m.).
Columbia Chamber Orchestra FRIDAY, 3:30–4:00 p.m.	Howard Barlow, Columbia's noted con tor leads the Columbia Chamber Orchestra thi series of Friday afternoon concerts.
United States Army and Marine Bands THURSDAY, FRIDAY, 3–3:30 p.m.	Band music is played each Thursday ar Fri day on Columbia in half-hour programs the United States Army and Marine Bands.

CHILDREN'S PROGRAMS

"So You Want to Be——"
5:45–6:00 p.m.
EACH WEDNESDAY

Successful persons in all walks of life are the subjects of interviews by youngsters who want to follow in their footsteps. The program is presented with the cooperation of *Young America* magazine.
MAY 3: "So You Want to Be an Army Officer?"
MAY 10: "So You Want to Be a Commercial Artist?"—Tony Sarg, Guest.
MAY 17: "So You Want to Be an Advertising Executive?"
MAY 24: "So You Want to Be an Author?"
MAY 31: "So You Want to Be a Dentist?"

"March of Games"
5:45–6:00 p.m.
TUESDAY AND THURSDAY

Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross, schoolboy master of ceremonies, Sybil Trent, 11-year-old "Miss Drum Major" and Vivian Bloch, 17-year-old soprano, are featured.

"Let's Pretend"
12:30–1:00 p.m.
EACH SATURDAY

The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for eight years.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* is presenting s[illegible] consecutive year of Sunday morning ar afte[illegible] noon broadcasts. Services are condu d [illegible] representatives of the major faiths. MAY 7: *Morning*—Rev. Dr. George A. F tric[illegible] Madison Ave., Presbyterian Church, Ne Yor[illegible] *Afternoon*—Rabbi Morris S. Lazaror Bal[illegible] more Hebrew Congregation, Baltimor[illegible] MAY 14: *Morning*—Ezra W. Palmer, [illegible]rk[illegible] the Christian Science Mother Church. [illegible]sto[illegible] *Afternoon*—Rev. Wilfred Parsons, S., de[illegible] of the graduate school, Georgetown Uni rsit[illegible] Washington, D.C. MAY 21: *Morning*—Rev. Dr. E. E. Ryd , ed[illegible] tor "The Lutheran Companion," Rock lan[illegible] Illinois. *Afternoon*—Rev. Roger T. Nooe, pr den[illegible] Disciples of Christ Convention, Nash e. MAY 28: *Morning*—New Moderator of t Gen-eral Assembly of the Presbyterian Ch ch o[illegible] the United States. *Afternoon*—Very Rev. Francis A. R rdon, Ph.D., St. William Church, Cincinnati.

Wings Over Jordan
10:30–11:00 a.m.
EACH SUNDAY

This program of spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators.

MAY 7: Rev. David Buyabuye Mdodana, pastor of First Baptist Church, McDonald, Pa.: "Africa Looks at Africa."

MAY 14: Mrs. Hazel Mountain Walker, principal of Rutherford B. Hayes School, Cleveland: "To Mothers."

MAY 21: Rev. E. C. McLeod, pastor of the Warren Memorial M. C. Church, Atlanta: "A Negro Church."

MAY 28: Dr. Allen Jackson, president of the Hartford branch of the National Association for the Advancement of Colored People, Hartford, Conn.

Vatican Program
1:30–2:00 p.m.
SUNDAY, MAY 7

The Sistine Choir, directed by Don Lorenzo Perosi, presents a special concert of sacred music over the Columbia Network from Vatican City. Included in their selections are a Gregorian Chant, Palestrina's "Laudate Dominus," Nanini's "Haec Dies Quem Fecit Dominus" and compositions by the conductor, Don Perosi. During the program Father Lawrence McKinley, an American priest in Rome, discusses the "History of the Choir."

CBS SUSTAINING PROGRAMS

PERSONALITIES

Richard Maxwell
9:00–9:15 a.m.
MONDAY THRU SATURDAY

Richard Maxwell presents six prog ns hymns and inspirational songs eac w Homely philosophy in poetry and pr ments the songs of the CBS tenor.

Outdoors with Bob Edge
7:15–7:30 p.m.
EACH THURSDAY

Bob Edge, popular young sportsman, h in this series of informal talks dedi ed hunting and fishing enthusiasts.

Major Bowes' Capitol Family
11:30 a.m.–12:30 p.m.
EACH SUNDAY

Major Bowes' Family includes the la Brothers (Kelly, Jack and Pete), Hel A ander, soprano; Nicholas Cosentino en Charles Magante, accordionist; Sam I xylophonist, and Waldo Mayo's Orch ra.

LIGHT MUSIC

Ray Block's Varieties
4:15–4:45 p.m.
THURSDAY, MAY 4 AND 25

Ray Block leads his orchestra in these ari programs, assisted by guest vocali a rhythm groups.

Al Bernard's Merry Minstrels
TUESDAY, 4:15–4:45 p.m.

A streamlined, modern version of the l-ti minstrel show. Al Bernard, long a hea ner this field of entertainment, is starred.

National Hillbilly Champions
10:00–10:30 a.m.
EACH SATURDAY

Hillbilly music, performed by the tio leading mountaineer group, Pappy Ch hir National Hillbilly Champions, is hea ea Saturday morning from station KMO

Nan Wynn
MONDAY, 5:30–5:45 p.m.
THURSDAY, 6:45–7:00 p.m.

Nan Wynn, Columbia's sweet-swing si er, heard twice weekly in her own prog ns stylized songs.

Buddy Clark's "Musical Weekly"
7:30–8:00 p.m.
EACH FRIDAY

Buddy Clark, Columbia's baritone star, acts as MC and editor of his weekly, with able assistance from Nan Wynn, Joe Sodja, guitarist, and Leith Stevens' music.

CBS Vocalists
Various hours
MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Clyde Barrie
Ruth Carhart
Audrey Marsh
Doris Rhodes
Genevieve Rowe
Jack Shannon
Barry Wood

Deep River Boys, Eton Boys, Four Clubmen
Various hours

These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.

Dance Orchestras
Various hours
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for May:

Charles Baum
Archie Bleyer
Cab Calloway
Jan Garber
Bobby Hackett
Paul Kain
Sammy Kaye
Henry King
Kay Kyser
Enoch Light
Matty Malneck
Jack Marshard
Ozzie Nelson
George Olsen
Jack Teagarden
Ted Weems

ADDENDA: APRIL PROGRAMS

Columbia's Special Feature broadcasts are arranged on a wee o week, sometimes day to day, and even, on occasion, hour to h r basis. One result of this flexibility and timeliness is the follov g partial list of *April* programs which were arranged too late r inclusion in the last month's issue of THE COLUMBIA PROGRAM BO K.

THE EUROPEAN SITUATION

Saturday, April 1

WILHELMSHAVEN, GERMANY: Columbia's broadcast of Adolf Hitler's speech from Wilhelmshaven, at the launching of the German battleship *Von Tirpitz* was cut off after the first few sentences, 11:44–11:45:10 a.m. H. V. Kaltenborn, CBS European expert, followed with analysis of Hitler's remarks and their cancellation, 11:46 a.m.–12 noon.

Tuesday, April 4

WASHINGTON: Senator Gerald P. Nye (R) of North Dakota urged America to avoid "The Road to War," 10:45–11 p.m.

Thursday, April 6

WARSAW: William L. Shirer, CBS Central European representative, reported the latest developments in Poland, 6:30–6:45 p.m.

Friday, April 7

LONDON-NEW YORK: "The Invasion of Albania" was the subject of a transatlantic discussion between Edward R. Murrow, chief of the CBS European staff in London, and H. V. Kaltenborn in New York, 6:45–7 p.m.

Sunday, April 9

PARIS-LONDON-NEW YORK: A CBS roun p of European capitals on Easter Sun y brought French and British reactions to e Albanian invasion from Mr. Shirer and r. Murrow, and analysis by Mr. Kaltenbo in New York, 5–5:30 p.m.

Thursday, April 13

LONDON: Mr. Murrow reported twice m London on the same day, at 11–11:15 n. and later on Bob Trout's program "Tod ," 6:35–6:40 p.m.

Sunday, April 16

GENEVA-PARIS-LONDON-NEW YORK: A c- ond CBS European roundup in A il brought an interview between Sir Fred ck Whyte and Mr. Murrow in the British i- tal; a report from Thomas Grandin, S representative in Paris; news from Ge va by Mr. Shirer and analysis by Mr. Ka n- born in New York, 5–5:30 p.m.

Thursday, April 20

BERLIN: Adolf Hitler's 50th birthday le- bration was described from the Ge an capital by Mr. Shirer, 11–11:15 a.m.

Sunday, April 23

LONDON-PARIS-NEW YORK: A third CBS roundup included an interview with Lord Strabolgi by Mr. Murrow in London, a report from Mr. Shirer who had flown there from Berlin and news from Paris by Mr. Grandin, 5–5:30 p.m.

Tuesday, April 25

WASHINGTON-NEW YORK: Frederick J. Libby, executive secretary of the National Council for Prevention of War, was heard from Washington and Mrs. Estelle M. Sternberger, executive director of World Peaceways, Inc. was heard from New York "Call in America for Peace," 10:45–11 p.m.

Wednesday, April 26

LONDON: The latest developments in the British capital were reported by Edward R. Murrow during Bob Trout's program "Today," 6:30–6:40 p.m.

Friday, April 28

BERLIN: Adolf Hitler's address before the Reichstag, in answer to President Roosevelt's peace message, was broadcast from Berlin, 6:05–8:25 a.m. This was followed by an English resume by Edouard Dietze in Berlin and H. V. Kaltenborn's analysis, 8:35–8:45 a.m.

LONDON: Introduced by Mr. Murrow, the Right Honorable Winston Churchill, M.P. reported what the British thought of Hitler's speech, 6–6:15 p.m.

BERLIN-PARIS-LONDON-WASHINGTON-SPRINGFIELD, MASS.: That evening Columbia hooked up four countries for reports by Mr. Shirer in Berlin, Mr. Grandin in Paris, Mr. Murrow in London, Albert Warner, Columbia's representative in Washington and Mr. Kaltenborn in Springfield, Mass., 7:30–8 p.m.

Sunday, April 30

WARSAW-LONDON-WASHINGTON: A fifth European roundup reported the latest developments from Poland by Mr. Shirer, from London by Mr. Murrow and from Washington by Mr. Warner, 5–5:15 p.m.

PUBLIC AFFAIRS

APRIL 6: Governor Lloyd C. Stark (D) of Missouri, introduced by Governor Robert L. Cochran (D) of Nebraska, spoke of "Trade Barriers, A Challenge to Our United States," 10:45–11 p.m.

APRIL 14: The Reverend Robert I. Gannon, S. J., president of Fordham University, discussed "Fordham's Inter-American Congress: Aims and Objectives," 6:45–7 p.m.

APRIL 17: President Roosevelt spoke from the East Portico of the White House to members of the National Parole Conference, 6–6:30 p.m.

APRIL 20: "Transportation Prosperity" was the subject of Louis Taber, master of the National Grange, 10:45–11 p.m.

APRIL 22: Representative Karl E. Mundt (R) of South Dakota plead for "A Fair Chance for a Free People," 1:45–2 p.m.

APRIL 26: President Roosevelt addressed the White House Conference on Children in a Democracy, 10–10:15 a.m.

APRIL 28: Dr. John W. Studebaker, United States Commissioner of Education, discussed

"Public Forums—The High Tradition," 11–11:15 p.m.

APRIL 30: The New York World's Fair was officially opened with speeches by President Roosevelt, Governor Herbert H. Lehman, Mayor Fiorello H. LaGuardia and Sir Louis Beale, Commissioner General to the Fair for Great Britain, with Grover Whalen introducing the speakers, 2–3 p.m.

SPECIAL EVENTS

APRIL 14, 15, 22 AND 29: The Metropolitan racing season got under way at Jamaica race track, with Bryan Field at the mike for Columbia. The Paumonok Handicap was previewed informally April 14, (6:05–6:15 p.m.) followed the next day by a description of the race, (4–4:30 p.m.). The following Saturday the Stuyvesant Handicap was described, and on April 29 Johnstown's victory in the Wood Memorial was heard by Columbia's audience, 4–4:30 p.m.

APRIL 16: Two trumpets found in Tutankhamen's tomb were blown all the way from Cairo, Egypt, with Alfred Lucas, of the Museum of Antiquities of Egypt, describing these antique forerunners of swing, 1 11:15 a.m.

APRIL 18: Governors E. D. Rivers (D) Georgia, Burnet R. Maybank (D) of So Carolina and Fred P. Cone (D) of Flor spoke at Southern Paper Festival, Savann with Mayor Thomas Gamble as host, 10:4 11 p.m.

APRIL 27: The United States fleet was viewed off Cape Henry by Secretary of Navy Claude A. Swanson, while CBS spec events announcers Bob Trout and Jo Charles Daly reported the scene from flagship *Pennsylvania* and the *Boise* resp tively, 3–3:30 p.m.

APRIL 28 AND 29: The Penn Relays were scribed by Ted Husing from Franklin Fi on April 28 (4:15–4:45 p.m. and 5–5 p.m.), and the next day (3:30–4 p.m. a 5–5:30 p.m.). Gene Shumate reviewed Drake Relays, held in Des Moines on same day, 6:15–6:30 p.m.

APRIL 29: Representing Columbia's *Am ican School of the Air*, Colonel Hutchin and his "Flying Family" reached Hava with their Scroll of Peace, 2:45–3 p.m.

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ANACIN COMPANY	Anacin

PROGRAM	TIME	AGENCY	ON CBS*
he omance of Helen Trent *Dra* ee o A. S. BOYLE CO.)	Mon., Tues.. Wed. 12:30–12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	286 Weeks
usi by Malneck th atty Malneck's Orchestra *Mu cal*	Thursday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 52 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	Starts June 1st
he uman Side of the News, Ed in C. Hill *Ne*	Mon. thru. Fri. 6:05–6:15 p.m. *Rebroadcast* *11:05–11:15 p.m.* 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	43 Weeks
ourHit Parade larkVarnow's Orchestra, ann Ross, Raymond Scott's uin t, Kay Lorraine and the ong iths *Pu lar music and vocalists*	Saturday 10:00–10:45 p.m. 97 CBS stations ORIGINATES: WABC	Lord & Thomas	161 Weeks
en ernie and All the Lads ith w Lehr *Mi c and comedy*	Sundays, thru June 25th only 5:30–6:00 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 51 CBS stations ORIGINATES: WABC	Young & Rubicam. Inc.	
ur al, Sunday *Dra* See o KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45–1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert. Inc.	122 Weeks

The ures indicate the total number of weeks n w h the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
BAYER COMPANY	Bayer Aspirin
BOWEY'S, INC.	Dari-Rich Products
A. S. BOYLE COMPANY	Hill's Nose Drops
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler

PROGRAM	TIME	AGENCY	ON CBS*
co l Husband th elen Menken, presented th famous Actors' Guild *Dr atic*	Tuesday 7:30–8:00 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	403 Weeks
ewand Rhythm th odd Hunter, reporter; Dave aca novachordist and Carl ohegarten's Orchestra *Ta and music*	Sunday 11:00–11:30 a.m. *Rebroadcast* *2:30–3:00 p.m.* 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	Starts June 4th
he omance of Helen Trent *Di na* See o AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	211 Weeks
irs Nighter th arbara Luddy and es emayne *D na at the "Little Theater of imes Square"*	Friday 8:00–8:30 p.m. 51 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	70 Weeks
an bell Playhouse Vic ria Regina," with Helen Hayes nd rson Welles *D natic*	Fri., June 2 only 9:00–10:00 p.m. 58 CBS stations 26 CBC stations ORIGINATES: WABC	Ward Wheelock Company	234 Weeks
ame 'n' Andy *Co edy*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 52 CBS stations ORIGINATES: KNX		
aje Bowes' Original Amateur Hour *A teurs, with* Major Bowes *as aster of Ceremonies*	Thursday 9:00–10:00 p.m. 78 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	169 Weeks

The gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream
	Palmolive Shave Cream Palmolive Brushless Sha
	Concentrated Super Suds
	Palmolive Soap
	Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY COMPANY	Old Dutch Cleanser

PROGRAM	TIME	AGENCY	ON CBS*
olge Ask-It Basket m N Williams, MC *Qu tions and answers* his ries ends on June 28, urr g at new time on August 17)	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 59 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	110 Weeks
an Busters *Pce-file dramatizations* his ries ends on June 28, urr g at new time on August 17)	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 46 CBS stations ORIGINATES: WABC		168 Weeks
lyr and Marge *D na*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 71 CBS stations ORIGINATES: WABC		169 Weeks
lill p House arr g Bess Johnson *D na*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 74 CBS stations ORIGINATES: WABC		172 Weeks
tep other *D ma*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	110 Weeks
rey Kitty Kelly *D ma*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	219 Weeks
acelor's Children *D ma*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyng-ham, Inc.	231 Weeks

Th gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Jell-O Ice Cream
	Post Toasties
	Calumet Baking Powder Swans Down Cake Flour
	La France Satina

PROGRAM	TIME	AGENCY	ON CBS*
ne Up Time rrig Walter O'Keefe, dr Kostelanetz's Orchestra, y hompson's Rhythm Singers d gest stars *M cal variety*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 61 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	20 Weeks
rc Summer Hour th mes Melton, Francis White, on orhees' Orchestra, chorus and e "ouge Reporter" *M cal* tar June 11th; the Ford Symphony ds i current season on June 4th)	Sunday 9:00–10:00 p.m. 75 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	270 Weeks
e, e People ith abriel Heatter, Harry von Zell d ests *R -life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	223 Weeks
e Brown ith rank Gill and Bill Demling, mdians, Paula Winslow, ar ret McCrae, vocalist and arr Sosnik's Orchestra *C edy and music*	Thursday 7:30–8:00 p.m. *Rebroadcast* *11:30–12 mid.* 69 CBS stations ORIGINATES: KNX	Benton & Bowles, Inc.	223 Weeks
at Smith Hour ith bbott and Costello, comedians; The Aldrich Family," comedy eria Ted Straeter Choir, Jack ill 's Orchestra and guest stars *V ety show* Thi eries ends on June 29, tur ng at new time on October 6)	Thursday 8:00–9:00 p.m. *Rebroadcast* *12 mid.–1:00 a.m.* 77 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
ar Margaret McBride *R io columnist*	Mon., Wed., Fri. 12:00–12:15 p.m. *Rebroadcast* *5:30–5:45 p.m.* 40 CBS stations ORIGINATES: WABC		

The gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
GENERAL FOODS CORPORATION *Continued*	Postum
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes, W Whites and Dyes
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
HOUSEHOLD FINANCE CORPORATION	Personal Loan Service

PROGRAM	TIME	AGENCY	ON CBS*
...nd Abner *Comedy sketches* (This series ends on June 30, ...ing at same time on August 28)	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 50 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	223 Weeks
...to Shine, ...al Kemp's Orchestra ...d Guests *Variety*	Tuesday 10:00–10:30 p.m. 42 CBS stations ORIGINATES: WABC	Bermingham, Castleman & Pierce, Inc.	30 Weeks
...Musical Playhouse ...rno Rapee, Jane Froman ...n Peerce *Musical* (Star June 11th; the "Hollywood ...series ends on June 4th)	Sunday 7:30–8:00 p.m. Beg. June 11: WABC 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	277 Weeks
...lulu Bound ...g Phil Baker, "Bottle", ...drews Sisters, and Harry ...s Orchestra *Comedy, musical*	Saturday 9:00–9:30 p.m. *Rebroadcast* *10:45–11:15 p.m.* 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	20 Weeks
...Hopened in Hollywood ...Martha Mears, John Conte and ...Dunstedter's Orchestra	Mon., Wed., Fri. 11:00–11:15 a.m. 25 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	93 Weeks
...Can Be Done ...A. Guest, poet-philosopher, ...ting dramatized lives of ...s guests *Poetry and drama*	Wednesday, thru June 28th only 10:00–10:30 p.m. 28 CBS stations ORIGINATES: WBBM	Batten, Barton, Durstine & Osborn, Inc.	74 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
KELLOGG COMPANY	Kellogg's Corn Flakes
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS*
Ie Honor, Nancy James o-s rring Barbara Weeks and ed Vever *ıma*	Mon. thru Fri. 12:15–12:30 p.m. 40 CBS stations ORIGINATES: WABC	Lord & Thomas	100 Weeks
Io e Wing *ation Adventure*	Mon. thru Fri. 6:15–6:30 p.m. 22 CBS stations ORIGINATES: WABC	J. Walter Thompson Company	58 Weeks
Du Gal, Sunday *ama* (Se lso ANACIN COMPANY)	Thurs. and Fri. 12:45–1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	389 Weeks
Gu Lombardo and His Or estra *pular music*	Monday 10:00–10:30 p.m. 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	286 Weeks
Gr d Central Station *amatic sketches*	Friday 10:00–10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	100 Weeks
Th Lux Radio Theatre wit stars of stage and screen *ama;* Cecil B. DeMille, *director*	Monday 9:00–10:00 p.m. 58 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	184 Weeks
Bi Town sta ng Edward G. Robinson wit Claire Trevor *amatic*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 a.m.* 59 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	149 Weeks

* *Th figures indicate the total number of weeks in hich the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PROD
LEVER BROTHERS COMPANY *Continued*	Lifebuoy
	Rinso
	Spry
	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
ıclPowell ith lartha Raye, Parkyakarkus, ıd luskin's Orchestra, Guest Stars *C ıedy and music*	Tuesday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* 59 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	149 Weeks
lig ister ıthlice Frost and Martin Gabel *S al drama*	Mon. thruFri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 67 CBS stations 26 CBC stations ORIGINATES: WABC		142 Weeks
ıur Jenny's Real Life Stories *I matic*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* 60 CBS stations 26 CBC stations ORIGINATES: WABC		124 Weeks
Th Life and Love of Dr. Susan *I matic*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* 63 CBS stations ORIGINATES: WABC	J. Walter Thompson Co.	16 Weeks
Pa Whiteman and His Or estra, with Joan Edwards, anc he Modernaires *ısical Variety*	Wednesday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 92 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	333 Weeks
Bu ıs and Allen wit Frank Parker. Ray Noble's Or estra and Paul Douglas *medy and music*	Friday, thru June 23 only 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 92 CBS stations ORIGINATES: WABC		

Th gures indicate the total number of weeks in hich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
NEHI CORPORATION	Royal Crown Cola
NOXZEMA CHEMICAL COMPANY	Noxzema
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
Be·ve It or Not Ripley *sic and variety*	Friday 10:30–11:00 p.m. 75 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	10 Weeks
Pr essor Quiz it Bob Trout *iestions and answers*	Saturday, thru June 24 only 8:30–9:00 p.m. *Rebroadcast 12:00–12:30 a.m.* 40 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	56 Weeks
Do Barclay's Daughters *ama*	Mon. thru Fri. 2:00–2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	82 Weeks
Sa rday Night Serenade Ma Eastman, soprano; Bill Perry, ten, and Gustav Haenschen's Or estra and Chorus *usical*	Saturday 9:30–10:00 p.m. 53 CBS stations ORIGINATES: WABC	Gardner Advertising Company	291 Weeks
May Lee Taylor ho e economist *ousehold advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast 1:45–2:00 p.m.* 60 CBS stations ORIGINATES: KMOX		
Jo ny Presents Jo ny Green's Orchestra, Dramatiz Short Stories, Floyd Sherman. Rger Kinney, Genevieve Rowe, "Everly", Glenn Cross, Ray Bloch's Svig 14 *ariety and dramatic interludes*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:30–12:00 p.m.* 54 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	142 Weeks

*Th igures indicate the total number of weeks in hich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Chipso Crisco Drene Chipso
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products

PROGRAM	TIME	AGENCY	ON CBS*
kerbocker Playhouse, Elliott Lewis and Guest Stars *amatic and musical*	Sunday 10:00–10:30 p.m. 57 CBS stations ORIGINATES: WBBM	H. W. Kastor & Sons	235 Weeks
Goldbergs *ama*	Mon. thru Fri. 1:00–1:15 p.m. 27 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Can Be Beautiful *ama*	1:15–1:30 p.m. 32 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
d of Life *rama*	1:30–1:45 p.m. 27 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Day Is Ours *rama*	1:45–2:00 p.m. 35 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
mie Fidler *ollywood news reporter*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 56 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
hattan Mother *rama*	Mon. thru Fri. 9:30–9:45 a.m. 11 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
en a Girl Marries *rama*	Mon. thru Fri. 2:45–3:00 p.m. 49 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	1 Week
tenborn Edits the News *ews Analysis*	Sun. and Tues. 10:30–10:45 p.m. 35 CBS stations ORIGINATES: WABC June 13 and 18: WBBM	Leo Burnett Company, Inc.	5 Weeks

** figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tob
SEALTEST, INC.	Sealtest System of Laborat Control of Milk and Ice Cre
THE TEXAS COMPANY	"Texaco" Products
UNITED STATES RUBBER COMPANY	Tires and Rubber Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

PROGRAM	TIME	AGENCY	ON CBS*
Eddie Cantor's Camel Caravan with Bert Gordon, Sid Fields, Bert Parks and Edgar Fairchild's Orchestra *Comedy and music*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 86 CBS stations ORIGINATES: WABC	William Esty & Company, Inc.	309 Weeks
Benny Goodman's Orchestra with Johnny Mercer, singer *Music and guests*	Tuesday 9:30–10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR		
Your Family and Mine *Drama*	Mon. thru Fri. 2:30–2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	5 Weeks
Texaco Star Theater Kenny Murray, MC; Frances Langford, Ned Sparks, Kenny Baker, Texaco Star Chorus, Jimmy Wallington, David Broekman's Orchestra *Musical, variety, dramatic*	Wednesday 9:00–10:00 p.m. 88 CBS stations ORIGINATES: KNX	Buchanan & Company, Inc.	112 Weeks
Raymond Paige, 9 Men and a Girl *Musical*	Friday 9:00–9:30 p.m. 82 CBS stations ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	43 Weeks
Model Minstrels with Tom Howard and George Shelton, the Eton Boys and Fay Bloch's Orchestra *Comedy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	209 Weeks
Gateway to Hollywood *Motion-picture talent quest*	Sunday 6:30–7:00 p.m. 62 CBS stations ORIGINATES: KNX	Frances Hooper Advertising Agency	266 Weeks
Pattergood Baines *Drama*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *5:00–5:15 p.m.* 66 CBS stations ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	

* *The figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

	CLIENT	PRODUCT
COLUMBIA PACIFIC NETWORK	BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
	CALIFORNIA FRUIT GROWERS EXCHANGE	Fruit Pectin
	DUART MANUFACTURING COMPANY	"Creme of Milk" Face Crea Lotion, Lipstick, Cosmetics
	KNOX GELATINE COMPANY, INC.	Knox Sparkling Gelatine
	S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods
COLUMBIA CALIFORNIA NETWORK	EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
	RIO GRANDE OIL, INC.	Petroleum Products
	SOFENZ SALES CORPORATION	Sofenz Face Cream
	WILMINGTON TRANSPORTATION COMPANY	Santa Catalina Island Summer Resort
COLUMBIA NEW ENGLAND NETWORK	OLD TRUSTY DOG FOOD COMPANY	Old Trusty Dog Food

PROGRAM	TIME	AGENCY	ON-OFF
Nws, Views and Sport Rviews by Hughes *Sports news*	Sun., Mon., Wed. and Friday 8:30–8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	35 Weeks
Fitcher Wiley *News and features*	Wednesday 2:00–2:15 p.m. PST ORIGINATES: KNX	Lord & Thomas	3 Weeks
Selling Bee wh Tom Breneman	Sunday 7:00–7:30 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	20 Weeks
Fitcher Wiley *News and features*	Friday 2:00–2:15 p.m. PST ORIGINATES: KNX	Kenyon & Eckhardt, Inc.	44 Weeks
I Want a Divorce *Dramatic*	Friday 8:00–8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	33 Weeks
Eclid Ballot Box wh Sam Hayes	Monday 9:30–9:45 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	80 Weeks
Cling All Cars *Police file dramatizations*	Monday 9:00–9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	287 Weeks
Bauty Secrets *Talks*	Tuesday 11:30–11:45 a.m. PST ORIGINATES: KNX	Richard F. Conners Agency	2 Weeks
Catalina Fun Quiz wh Gary Breckner *Man-on-street interviews*	Mon. thru Fri. 2:15–2:30 p.m. PST ORIGINATES: KNX	Neisser-Meyerhoff, Inc.	2 Weeks
Jst Dogs *Dramatic*	Sunday 5:15–5:30 p.m. ORIGINATES: WEEI	H. B. Humphrey Company	8 Weeks

** e figures indicate the total number of weeks which the client has used CBS facilities.*

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
BERKEY AND GAY SHOWROOMS, INC.	Furniture
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
FRIGIDAIRE CORPORATION	Electric Refrigerators
GORDON BAKING COMPANY	Silvercup Bread
LIGGETT DRUG COMPANY, INC.	Fountain Service
MANHATTAN SOAP	Sweetheart Toilet Soap
MELVILLE SHOE COMPANY	Thom McAn Shoes
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone

PROGRAM	TIME	AGENCY	ON WEEK
A home games of New York Yankees and New York Giants *Play-by-play description by Arch McDonald*	Approx. 3:10–5:15 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	6 Weeks
Oddities in the News	Tues., Thurs., Sat. 8:00–8:05 a.m.	Wallace-Lindeman, Inc.	1 Week
Have You Forgotten?	Mon., Wed., Friday 8:05–8:10 a.m.		
News Program	Mon. thru Sat. 6:00–6:05 p.m.	Kenyon & Eckhardt, Inc.	17 Weeks
Sport Review	Mon., Wed., Fri. 6:30–6:45 p.m.	Russell M. Seeds Company	8 Weeks
The Signals	Mon. thru Sun. 10 Times daily	The Biow Company	508 Weeks
Frigidaire Melody Time	Mon., Wed., Fri. 8:45–9:00 a.m.	Lord & Thomas	11 Weeks
According to Hoyt *Baseball previews with Waite Hoyt*	Mon. thru Fri. 3:00–3:10 p.m.	N. W. Ayer & Son, Inc.	6 Weeks
The Morning Almanac, featuring Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow, Inc.	20 Weeks
Oddities in the News	Mon., Wed., Fri. 8:00–8:05 a.m.	Franklin Bruck Advertising Corp.	6 Weeks
Early Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	26 Weeks
Pickers Sports Review	Tues., Thurs., Sat. 6:30–6:45 p.m.	Stack-Goble Agency	14 Weeks

The figures indicate the total number of weeks which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "By Columbia" for June are planned within a triple frame of *Interest, Timeliness,* and *Balance.* This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. PUBLIC AFFAIRS . . . . . *Page 28*

2. SPECIAL EVENTS . . . . . *Page 31*

3. EDUCATIONAL PROGRAMS . . . *Page 33*

4. SERIOUS MUSIC . . . . . *Page 36*

5. DRAMATIC SERIES . . . . . *Page 38*

6. RELIGIOUS BROADCASTS . . . . *Page 39*

7. CHILDREN'S PROGRAMS . . . . *Page 40*

8. PERSONALITIES . . . . . *Page 41*

9. LIGHT MUSIC . . . . . *Page 41*

ADDENDA: MAY PROGRAMS . . . . . *Page 43*

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
Charles R. Hook 10:45—11:00 p.m. THURSDAY, JUNE 1	Charles R. Hook, Chairman and former president of the National Association of Manufacturers and president of the American Rolling Mill Company, talks on business conditions today.
American Writers Congress 3:30—4:00 p.m. SATURDAY, JUNE 3	"Writing for Radio" is the subject discussed at the Third American Writers Congress, held at the New School for Social Research. Participants are Max Wylie, CBS continuity editor. Bernard Herrmann, CBS conductor, Lewis H. Titterton and Arch Oboler of NBC, Jerome Danzig of WOR-Mutual, Philip Cohen of the U. S. Department of Interior education project, Evan Roberts, director of the Federal Theater Radio division, and John Brown, actor and board member of the AFRA.
Representative Dies 10:45—11:15 p.m. SATURDAY, JUNE 3	Representative Martin Dies (D) of Texas, chairman of the House Committee on Investigation of Un-American Activities, reviews it's latest findings in a speech from Houston, Texas.
Representative Hawks 10:45–11:00 p.m. SUNDAY, JUNE 4	Representative Charles Hawks, Jr. (R) of Wisconsin, speaks to the radio audience about "The Collapse of the New Deal."
Brazilian Exchange Programs JUNE 5 AND 19, 7:30–8:00 p.m. JUNE 11 AND 25, 11:00–11:30 p.m.	A series of exchange programs between Brazil and the United States is carried by Columbia. so that citizens of these two friendly countries can become better acquainted.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS
Continued

PROGRAM AND TIME	DESCRIPTIO
Their Majesties Various hours JUNE 7 THRU 15	The visit of King George VI and Queen Eli beth of England to the United States is c ered in detail by Columbia, with Bob Tr in the role of official CBS chronicler for t epochal visit. The schedule: JUNE 7: Entrance into U. S. at Niagara Fal JUNE 8: Arrival at Washington, D. C.; Su mary by Bob Trout (10:45–11:00 p.m.). JUNE 9: Visit to the Capital; Visit to To of the Unknown Soldier; Summary by B Trout (7:45–8:00 p.m.). JUNE 10: Arrival at New York; Visit to Pe lon Hall, World's Fair; Speech from squa before U. S. Federal Building, World's Fa JUNE 11: Visit to Hyde Park. JUNE 12: Departure from Quebec. JUNE 15: King George's farewell address State luncheon, Halifax, Nova Scotia.
Representative Celler 10:45–11:00 p.m. SUNDAY, JUNE 11	Representative Emanuel Celler (D) of N York gives his views on "New Alien and Se tion Laws."
Representative Fish 10:45–11:00 p.m. THURSDAY, JUNE 15	Representative Hamilton Fish (R) of N York takes to the air again to ask: "Wou War Mean an American Dictatorship?"
Representative Case 10:45–11:00 p.m. SUNDAY, JUNE 18	"Social Security" is the topic taken up Representative F. H. Case (R) of South I kota.

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
"Bull Session" 1:30–2:00 p.m. EACH SATURDAY	Students from a group of mid-western universities hold informal and impromptu discussions on important topics in this new series emanating from Chicago. The schedule for June: JUNE 3: Northwestern U.—"America's Responsibility to Political Refugees." JUNE 10: De Paul U.—"Youth and Nationalism." JUNE 17: Iowa State U.—"Science—Friend or Foe of Democracy?" JUNE 24: Chicago University.
"This Week In Washington" SATURDAY, 6:15–6:30 p.m.	Albert Warner, new CBS correspondent in Washington, reviews the important developments in the political scene there.
The World Today 5:00–5:30 p.m. EACH SUNDAY	The chief news centers of the world are hooked up by the Columbia Network each Sunday and CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."
Capital Opinions 10:45–11:00 p.m. EACH SUNDAY	Members of Congress and government officials participate in these discussions of problems of national interest. The programs originate at WJSV, Columbia's station in Washington.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
PUBLIC AFFAIRS *Continued*	**American Youth Congress** 10:45—11:00 p.m. TUESDAY, JUNE 27	Senator Arthur Capper (R) of Kansas a Representative H. Jerry Voorhis (D) of C fornia, speak before the American Youth C gress, being held in Washington.
	"Women in the World of Tomorrow" 12:15—12:30 p.m. EACH SATURDAY	This new series, presented under the auspi of CBS and the Women's National Ra Committee, features outstanding women in fields, in programs based on the World's F "World of Tomorrow" theme. The sched for June includes Miss Ada Louise Comst president of Radcliffe College, and Mrs. Ha H. Woodring, wife of the Secretary of War
SPECIAL EVENTS	**International Polo** 5:30—5:45 p.m. FRIDAY, JUNE 2 4:30—5:30 p.m. SUNDAY, JUNE 4, 11 AND 18	International polo returns to Meadowbr k Field, where the audience in the robin's-g blue stands and Columbia's nation wide au-ence are both thrilled by the pace of the se s between the 40-goal "dream" team of e United States and Great Britain's challeng s. Ted Husing describes all the shots, beginn g with a preview of the matches on June 2.
	Belmont Park 6:30—6:45 p.m. FRIDAY, JUNE 2 4:15—4:45 p.m. SATURDAY, JUNE 3 AND WEDNESDAY, JUNE 7	Bryan Field is still posted for Columbia t beautiful Belmont Park, where he covers e historic Belmont Stakes, which Johnst n hopes to add to his list of victories, on Jun 3, and the Coaching Club American Oaks, eq l-ly venerated, but for fillies, on June 7.

PROGRAM AND TIME	DESCRIPTION
Paley Amateur Radio Award 3:00—3:15 p.m. TUESDAY, JUNE 6	Wilson E. Burgess, 29-year old department store clerk, of Westerly, Rhode Island, who won the William S. Paley Amateur Radio Award for his work during last September's hurricane, is presented with the trophy by Mr. Paley at the Hotel Pierre, as "the year's most outstanding amateur."
Aqueduct Race Track 4:00—4:30 p.m. THURSDAY, JUNE 8 AND SATURDAY, JUNE 10, 17 AND 24	Metropolitan racing moves over to Aqueduct where several important races are contested. Bryan Field describes: JUNE 8: The Queens County Handicap. JUNE 10: The Shevlin Stakes JUNE 17: The Dwyer Stakes JUNE 24: The Brooklyn Handicap.
U. S. Open Golf Championship Various hours JUNE 7, 8, 9 AND 10	All the leading golfers who qualified the nation over, as well as some from across the seas are at the Philadelphia Country Club, in an attempt to prevent Ralph Guldahl from winning his third open championship in a row. Ted Husing, Columbia's open or closed champion sports reporter, follows the flight of the little white pill from the first tee to the last cup, of the 18th (or even the 19th) hole.
Baseball Centennial Celebration 3:00—4:00 p.m. MONDAY, JUNE 12	The old time greats and the modern greats get together at Doubleday Field, Cooperstown, N. Y., to celebrate the centennial of the national pastime. Speeches and baseball games featuring the old and new stars are a part of this nostalgic yet happy celebration.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	The programs on this page are presenta ns of the Department of Education, arranged th the counsel of Columbia's Adult Educ: n Board. Members of the Board, represent ve of the nation's leading educators and p li cists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S. J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCEN' WILLIAM ALLEN WHIT: RAY LYMAN WILBUR JOSEPH H. WILLITS
Americans at Work 7:00–7:30 p.m. EACH SATURDAY	Portrayals of many of the varied jobs a make up the intricate web of American in s- trial life; with the voices of workers bro ht by CBS directly from tunnels, laborato s. ranches, filling-stations and worksh s throughout the land. The June schedule: JUNE 3: Publicity Worker. JUNE 10: Cab Driver. JUNE 17: Social Worker. JUNE 24: Test Pilot.
The People's Platform 7:00—7:30 p.m. EACH SUNDAY	"The People's Platform" moves to the C t. where "What's the American Way?" wil e the subject for four broadcasts, under th i- rection of Lyman Bryson. Two movie stars re on the first program, discussing "Movies d Democracy" with two other dinner guests. e broadcast on June 18 is from San Franci ; the others originate in Los Angeles.

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
Democracy in Action 2:00–2:30 p.m. EACH SUNDAY	This is a new series of 26 programs designed to show the people of the United States how their government operates. The series is presented by CBS in cooperation with the U. S. Office of Education.
Adventures in Science 5:45–6:00 p.m. EACH MONDAY	Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc. JUNE 5: Dr. Carl D. Anderson of the California Institute of Technology, discusses cosmic rays and his discovery, the positron, fundamental atom particle. JUNE 12: Dr. G. W. Kenrick, physicist at the University of Puerto Rico, clarifies problems of radio waves and transmission. JUNE 19: Professor Samuel W. Fernberger, psychologist of the University of Pennsylvania, gives four practical rules to aid effective thinking, in his speech on thinking correctly.
Of Men and Books 5:15–5:30 p.m. EACH WEDNESDAY	Representative T. V. Smith (D) of Illinois takes over this series with a new and clever idea for book reviewing, during which he reviews the book as critic and Professor of Philosophy, and then attacks or praises it as a Congressman. Dealing mostly with history and biography, Smith begins the new series with Charles A. and Mary Beard's "America in Mid-Passage."

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPTI
What Price America? 5:30–6:00 p.m. EACH SATURDAY	The story of the natural resources of Ame a —their original abundance, gradual deplet n and present efforts at conservation—is t d through dramatizations presented by CB n cooperation with the U. S. Dept. of Inter
Highways to Health 5:30–5:45 p.m. EACH TUESDAY	The New York Academy of Medicine arrar s these medical talks for the layman. Dr 1 Galdston, executive secretary of the Med l Information Bureau, is in charge. JUNE 6: Dr. Ernst P. Boas, associate physici , Mt. Sinai Hospital: "A Community Progr for the Care of Patients." JUNE 13: Dr. Louis F. Bishop, Jr., associ visiting physician, Bellevue Hospital: "H bies for Invalid Children." JUNE 20: Dr. Robert K. Lambert, associate tending opthalmologist, Mt. Sinai: "Are Glasses Good Glasses?" JUNE 27: Dr. Charles Hendee Smith, profes of pediatrics, N. Y. U. Medical School: " berculin Test and Its Significance."
Men Behind the Stars 5:45–6:00 p.m. EACH FRIDAY	The lives and discoveries of astronom s throughout the ages are dramatized in t s series, presented by Prof. William H. Bart , Jr., of the Hayden Planetarium, and H s Christian Adamson of the American Muse .

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Columbia Broadcasting Symphony 3:00–4:00 p.m. EACH SUNDAY	Howard Barlow, brilliant director of the Columbia Broadcasting Symphony, this month continues his fourth season of Sunday afternoon concerts on CBS. JUNE 4: *Amadeo de Filippi:* Concerto Grosso; *Debussy:* Danse Sacree et Danse Profane: *Mozart:* Symphony No. 41 ("Jupiter"). JUNE 11: *Handel:* Oboe Concerto, MITCHELL MILLER, soloist; *Franck:* Les Eolides; *Mendelssohn:* "Reformation" Symphony. JUNE 18: *Ravel:* "Mother Goose" Suite; *Goldmarck:* "Rustic Wedding" Symphony. JUNE 25: *Handel:* Concerto Grosso No. 2; *Mozart:* Eine Kleine Nachtmusik; *Ives:* Largo for Strings; *Tchaikowsky:* Serenade for Strings.
The Hour of Musical Fun 6:00–6:30 p.m. EACH SUNDAY STARTING JUNE 4	This new program, whose keynote is informality, tests the musical erudition of four listeners each week. Ted Scott acts as MC, Frank Macaluso as judge, David Ross as intermediary, and Alexander Semmler as pianist.
From the Organ Loft 9:00–9:25 a.m. EACH SUNDAY	Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music.
Columbia Chamber Orchestra FRIDAY, 3:30–4:00 p.m.	Howard Barlow, Columbia's noted conductor, leads the Columbia Chamber Orchestra in this series of Friday afternoon concerts.
United States Army and Marine Bands THURSDAY, FRIDAY, 3–3:30 p.m.	Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army and Marine Bands.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

PROGRAM AND TIME	DESCRIPTI
Ohio State University Concerts MONDAY, 3:00–4:00 p.m.	Symphony, choral, chamber and band mu, performed by musical units of Ohio State U. versity, is heard each Monday on CBS. June 5th, the University Symphonic Ch, Lewis H. Diercks, director; the Univers String Quartet, George E. Hardesty, direct and the University Chorus and Orchestra v perform.
Mid-Western Music Camp Series MONDAY, 3:00–4:00 p.m. BEGINNING JUNE 26	The annual mid-Western Music Camp Se at University of Kansas, Lawrence, Kans, will be heard on Mondays, beginning June 26. Orchestra and band concerts will be featur.
Exploring Music 5:00–5:15 p.m. EACH MONDAY	Bernard Herrmann, brilliant young CBS c ductor, directs the Columbia String Orches this month in shorter symphonic works.
Choral Programs *Various hours* JUNE 3 AND 17	JUNE 3: University of Florida Glee Club, Jo W. De Bruyn, director (3–3:15 p.m.). JUNE 17: YMCA of Macon, Ga. broadcast from the World's Fair (11–11:15 a.m.).
Story of the Song 3:30–4:00 p.m. EACH TUESDAY	Each week outstanding singers of the conc stage are presented in selections from treasury of songs in English. Genevieve Ro, soprano; Ruth Carhart, contralto; Willi Perry, tenor and Hubert Hendrie, baritone.
Musical Album 5:00–5:30 p.m. EACH TUESDAY	Bernard Herrmann conducts the Colum String Orchestra each Tuesday afternoon programs featuring the shorter classical wor.

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
Norman Corwin's "Words Without Music" 4:00–4:30 p.m. EACH SUNDAY	*Words Without Music* was introduced in a Columbia Workshop performance. Directed by Norman Corwin, these unusual programs experiment with the drama of words and aim to vitalize poetry for a larger audience. On June 25th Mr. Corwin repeats his original verse drama, "Seems Radio Is Here to Stay."
The Columbia Workshop 10:30–11:00 p.m. EACH MONDAY	*The Columbia Workshop*, now in its third year, presents unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of the art. JUNE 5: "High Boy," by Eustace Wyatt; directed by Earle McGill. JUNE 12: "Handful of Dust," by Evelyn Waugh; adapted by James and Elizabeth Hart; directed by Brewster Morgan. JUNE 19: "Listen To a Story"—two short stories adapted and directed by Norman Corwin. JUNE 26: "The Taming of the Shrew," by William Shakespeare; directed by George Zachary.
Ray Collins in "County Seat" 7:30–8:00 p.m. EACH SATURDAY	Ray Collins, one of radio's foremost actors, stars in this new dramatic series as "Doc" Hackett, small town druggist. The story of "County Seat" is written by Milton Geiger.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* is presenting its h consecutive year of Sunday morning and a r- noon broadcasts. Services are conducted y representatives of the major faiths. JUNE 4: *Morning*—Rev. A. T. Dorf, Ph.D., ar Savior's Danish Lutheran Church, Brook n *Afternoon* — Rev. Cornelius P. Muysk s. Fourth Reformed Church in America, Pl a- delphia (Dutch Reformed). JUNE 11: *Morning*—Rev. Frederic J. Flem g. D.D., LL.D., S.T.D., Rector, Trinity Chu h. New York (Episcopalian). *Afternoon* — Rev. Aloysius F. Coogan, a- tional Society for the Propagation of e Faith (Catholic). JUNE 18: *Morning* — Rev. Truman B. D g- lass, Pilgrim Congregational Church, t. Louis. *Afternoon* — Rabbi Max K. Klein, Adath e- shuran Congregation, Philadelphia. JUNE 25: *Morning*—Rev. Kyle Haselden, r- burton Avenue Baptist Church, Yonkers. *Afternoon* — Very Rev. Joseph M. Mar g. C.PP.S., Provincial, Society of the Prec us Blood (Catholic), Carthagena, Ohio.

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS BROADCASTS	**Wings Over Jordan** 10:30–11:00 a.m. EACH SUNDAY	This program of spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators. JUNE 4: Dr. Theo R. Speigner, President Martin Luther Institute, Tuscaloosa, Ala. JUNE 11: Mrs. Lucy M. Hughes, President Woman's Home and Foreign Missionary Society of A. M. E. Church, Cameron, Texas. JUNE 18: Rev. Carlysle F. Stewart, Pastor St. Peter A. M. E. Church, Minneapolis, Minn. JUNE 25: Mary McLeod Bethune, President Bethune Cookman School, Daytona Beach, Fla.
CHILDREN'S PROGRAMS	**"March of Games"** 5:45–6:00 p.m. TUESDAY AND THURSDAY	Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded.
	"Let's Pretend" 12:30–1:00 p.m. EACH SATURDAY	The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for nine years. The program has already been awarded four prizes this year.

CBS SUSTAINING PROGRAMS

PERSONALITIES

PROGRAM AND TIME	DESCRIPTI
Richard Maxwell 9:00–9:15 a.m. MONDAY THRU SATURDAY	Richard Maxwell presents six progran hymns and inspirational songs each w Homely philosophy in poetry and prose ments the songs of the CBS tenor.
Outdoors with Bob Edge 5:30–5:45 p.m. EACH THURSDAY	Bob Edge, popular young sportsman, is h in this series of informal talks dedicate hunting and fishing enthusiasts.
Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Family includes the D Brothers (Kelly, Jack and Pete), Helen A ander, soprano; Nicholas Cosentino, te Charles Magante, accordionist; Sam Her xylophonist, and Waldo Mayo's Orchestr

LIGHT MUSIC

Ray Block's Varieties 4:15–4:45 p.m. EACH THURSDAY	Ray Block leads his orchestra in these va programs, assisted by guest vocalists rhythm groups.
Al Bernard's Merry Minstrels TUESDAY, 4:15–4:45 p.m.	A streamlined, modern version of the old minstrel show. Al Bernard, long a headlin this field of entertainment, is starred.
National Hillbilly Champions 10:00–10:30 a.m. EACH SATURDAY	Hillbilly music, performed by the nat leading mountaineer group, Pappy Chesh National Hillbilly Champions, is heard Saturday morning from station KMOX.
"It Goes Like This —" 2:30–3:00 p.m. EACH SUNDAY	Ruth Carhart, Barry Wood, the Four Club and an orchestra all join in reminding how the song hits of the day go.

PROGRAM AND TIME	DESCRIPTION
Buddy Clark's "Musical Weekly" 7:30–8:00 p.m. EACH FRIDAY	Buddy Clark, Columbia's baritone star, acts as MC and editor of his weekly, with able assistance from Nan Wynn, Joe Sodja, guitarist, and Leith Stevens' music.
CBS Vocalists Various hours MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Clyde Barrie, Doris Rhodes Ruth Carhart, Genevieve Rowe Audrey Marsh, Jack Shannon Barry Wood
Deep River Boys, Eton Boys, Four Clubmen Various hours	These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.
Dance Orchestras Various hours MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for June: Van Alexander, Henry King Charles Baum, Kay Kyser Cab Calloway, Enoch Light Del Courtney, Matty Malneck Jack Fulton, Jack Marshard Jan Garber, Carlos Molina George Hamilton, George Olsen Sammy Kaye, Phil Spitalny Ted Weems

ADDENDA: MAY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week t week, sometimes day to day, and even, on occasion, hour to hou basis. One result of this flexibility and timeliness is the followin partial list of *May* programs which were arranged too late fo inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

THE EUROPEAN SITUATION

Tuesday, May 2

GENEVA-NEW YORK WORLD'S FAIR: The formal opening of the League of Nations Pavilion was marked with speeches by Secretary of Agriculture Henry Wallace and Commissioner General Adrian Pelt from the World's Fair and by Secretary General Joseph Avenol from Geneva. 4:15 — 4:45 p.m.

Friday, May 5

WARSAW: Foreign Minister Josef Beck delivered Poland's answer to German demands, with Ludwig Krzyzanowski of the Polish consulate acting as translator in New York, 6:15—7 a.m. His talk was preceded by news bulletins, 6—6:15 a.m.

ROME-BERLIN-GENEVA-LONDON-PARIS-NEW YORK: A CBS roundup of six world news centers that evening included Cecil Brown, INS correspondent, from Rome; George E. Kidd of the UP, from Berlin; William L. Shirer, CBS reporter, from Geneva; a two-way conversation between Edward R. Murrow in London and Thomas Grandin and Pierre de Lanux in Paris, and Mr. Kaltenborn in New York, 7:30—8 p.m.

Sunday, May 7

WARSAW-GENEVA-PARIS-LONDON-WASHINGTON: A CBS roundup of five capitals presented "The World Today" as see by Frank Smothers, *Chicago Daily Neu* reporter, in Warsaw; William L. Shirer i Geneva; Thomas Grandin, in Paris; Edwar R. Murrow, in London and Albert Warne in Washington, 5—5:30 p.m.

Sunday, May 21

LONDON-GENEVA-WASHINGTON-NEW YORK News of the world came from Edward Mur row in London, William L. Shirer in Geneva Albert Warner in Washington and Bo Trout in New York, 5—5:30 p.m.

Sunday, May 28

LONDON-GENEVA-WASHINGTON-NEW YORK The same quartet of reporters broadcas later developments from the same four capitals a week later, 5—5:30 p.m.

THE ROYAL VISIT

MAY 13: CBS relayed a broadcast fror H.M.C.S. *Saguenay*, bearing the King an Queen of England to Canadian shores, 9- 9:15 a.m.

AY 14: Douglas Reed, former correspon-nt of the *London Times* and Albert War-r, CBS reporter spoke from the British d American capitals respectively on the pending royal visit. 5–5:15 p.m.

AY 17: The arrival of their Majesties at uebec was heard over CBS from 11:15–1:30 a.m. The King's speech at the State uncheon at Chateau Frontenac was heard. :15–2:30 p.m. Bob Trout gave a resume the royal pair's activities on their first ay, 5:30–5:45 p.m.

AY 18: The arrival of their Majesties at e Montreal Stadium was broadcast. 3:30 4 p.m.

AY 20: The laying of the corner-stone of e new Supreme Court building at Ottawa Queen Elizabeth was heard. 11:30–11:45 m.

AY 21: The dedication and unveiling of the ational War Memorial at Ottawa was per-rmed by King George. 2:45–3:30 p.m.

AY 22: The running of the King's Plate as described from Woodbine Park, Toron-. 3:15–3:45 p.m.

AY 24: The Empire Day message was elivered by King George at Winnipeg. 2:15 3:15 p.m.

AY 30: The fourth speech of King George be heard over CBS since his arrival was ade at Victoria, British Columbia, 6:30 6:45 p.m.

UBLIC AFFAIRS

AY 9: Lin Yu-Tang, author of "The Im-ortance of Living" and "My Country and s People," addressed the World Congress f Writers at the World's Fair. 4–4:15 p.m.

hilip Murray, vice-president of the C.I.O., ave his reasons "Why the Wagner Act hould Not Be Amended," 10:45–11 p.m.

MAY 13: Andre Kostelanetz, CBS conductor, spoke before a Congressional Committee hearing in behalf of a commemorative stamp for Stephen Foster. 9:45–10 a.m.

John W. Studebaker, U. S. Commissioner of Education and Theodore T. Hayes, U. S. Commissioner at the New York World's Fair, joined in a salute to Columbia's new "Democracy in Action" series. 4–4:15 p.m.

Representative Dewey Short (R) of Missouri spoke about "WPA Foibles," 10:45–11 p.m.

MAY 14: The New York World's Fair and the Swiss National Exhibition in Zurich exchanged greetings, with Leland Harrison, U. S. Minister to Switzerland, William L. Shirer, CBS Central European representative and Dr. Emil Kloeti, Mayor of Zurich, speaking from Switzerland, and Dr. Victor Nef, Swiss Commissioner General to the World's Fair, being heard from here. 1:30–2 p.m.

MAY 15: Attorney General Frank Murphy chose "Civil Liberties" as his topic before the Conference of Mayors, held at the Waldorf-Astoria. 2:45–3 p.m.

MAY 16: The question of "Neutrality" was discussed by Senator Henrik Shipstead (F-L) of Minnesota. 10:45–11 p.m.

MAY 21: "Solution of the Agricultural Problem" was debated by Senator Edwin C. Johnson (D) of Colorado and Representative William Lemke (Non-Partisan) of North Dakota. 1:30–2 p.m.

Secretary of State Cordell Hull opened National Foreign Trade week with a broadcast from Washington. 8:45–9 p.m.

William Green, president of the A F of L spoke about "Labor's Present-Day Problems" in a reply to Philip Murray's speech of May 9. 10:45–11 p.m.

MAY 22: "The Retailer and the National Life" was the topic of Secretary of Commerce Harry L. Hopkins before the National Retail Federation Conference, 2:45–3:15 p.m.

MAY 23: Representative Bruce Barton (R) of New York spoke of "Jobs and the National Debt," 6:45–7 p.m.

MAY 25: An anniversary testimonial to Monsignor John J. Ryan was broadcast from Washington, 7:15–7:30 p.m.

MAY 27: Representative J. William Ditter (R) of Pennsylvania, took Columbia's audience into "The Land of Make-Believe," 10:45–11 p.m.

Admiral William D. Leahy, who succeeds Blanton Winship as Governor of Puerto Rico, in July, spoke from Washington, 10:45–11 p.m.

MAY 29: Secretary of the Treasury Henry Morgenthau, Jr. addressed the graduating class of the U. S. Coast Guard Academy at New London, Conn., along with Assistant Secretary Stephen B. Gibbons, Captain E. D. Jones, academy superintendent, and Rear Admiral R. R. Waesche, the commandant, 3–3:30 p.m.

MAY 30: Representative Oscar Youngdahl (R) of Minnesota gave his suggestions for "Keeping America Out of War," 10:45–11 p.m.

SPECIAL EVENTS

MAY 6: Columbia carried a broadcast direct from the main deck of the U.S.S. "New York," at pier in the Hudson River off 72nd Street, 12:15–12:30 p.m.

MAY 13: Jan Garber and his orchestra helped to dedicate Columbia's new "Radio Center", on Capitol Hill, in Albany, location of affiliated station WOKO, 11:30–12 midnight.

MAY 14: Mrs. Elias Compton of Wooste Ohio, choice of the Golden Rule Foundatio for American Mothers of 1939, was intr duced to the radio audience by Mrs. Carri Chapman Catt. Charles V. Vickrey, Founda tion president, was master of ceremonie and Mrs. William Dick Sporborg, committe chairman, spoke, 4–4:30 p.m.

MAY 16: The "Flying Hutchinsons" re ported to the nation via Columbia from Ri de Janeiro, Brazil, on their flight over th Western Hemisphere, 5:15–5:30 p.m.

MAY 20: The "Big 10" track and fiel championships were described again fo Columbia's listeners by Ted Husing, aide by Jimmy Dolan, 3–4 and 4:45–5 p.m.

MAY 22: Orson Welles read the prize wi ning poem for the New York World's Fai from the Federal Building, being introduce by Mrs. Hugh Bullock, American Academ of Poets president. Sir Louis Beale, Britis Commissioner General to the Fair, read special message from John Masefield, 4:15 4:30 p.m.

Dr. Herbert G. Eberhardt, president of th International Union of Gospel Mission spoke in connection with their 26th annua convention, 5:30–5:45 p.m.

MAY 25: H. C. Christensen, Ray A. Whic den and Dr. Robert L. Swain participate in a broadcast on First Aid Week from Ch cago, 10:45–11 p.m.

MAY 31: The first preview of the Inte national Polo Matches was conducted b Ted Husing, 5:30–5:45 p.m.

The story of the St. Louis Municipal Oper was dramatized at the annual dinner of th opera's guarantors, with Nancy McCord a soloist, 12–12:30 a.m.

HE SUBMARINE DISASTER

he sinking of the U. S. Submarine *Squalus* ff the coast of Portsmouth, N. H., on May 3, was reported by Columbia at 2:46 p.m. ollowing the news flash the Public Affairs epartment of Columbia rushed men to the ene to report the disaster and the progress f rescue efforts to the nation. John Fitzerald of the Public Affairs department, Bob rout, CBS special events reporter, and John nel and Ken Ovington, of station WEEI, oston, established headquarters in the press ffices at Portsmouth, where all special roadcast arrangements were made. Columia had a boat, the *Swan*, equipped with adio apparatus, and descriptions of the decent of the divers, and the great rescue bell, hich successfully brought the 33 survivors the surface and safety, were broadcast at he spot. Beside the Columbia staff, Navy fficials were heard from the Portsmouth avy Yard, and interviews with Navy Departent officials came from Columbia's Washngton station WJSV.

he complete coverage follows:

UESDAY, MAY 23:

:46:40–2:47:20 p.m. News bulletin.

:01:57–3:05:13 p.m. News bulletin.

:15–4:19:47 p.m. News roundup on subnarine disaster.

:23:42–4:29 p.m. News bulletin.

4:29:10–4:29:17 p.m. News bulletin.

4:56:30–4:56:40 p.m. News bulletin.

5:30–5:45 p.m. Albert Warner, CBS Washington correspondent, interviewed officials of the Navy Department, over station WJSV, Washington.

6:30–6:38 p.m. First Program from Portsmouth, N. H. Description of the activity around the Portsmouth Navy Yard.

12:49:36–12:51:53 a.m. News bulletin.

WEDNESDAY, MAY 24:

9:00–9:15 a.m. Program from Portsmouth, N. H.

10:59:30–11:01:53 a.m. Program from Portsmouth, N. H.

11:59:49–12:02:08 p.m. Program from Portsmouth, N. H.

1:44:50–1:47:25 p.m. Program from Portsmouth, N. H.

4:00–4:15 p.m. Program from Portsmouth, N. H.

7:30–7:31:15 p.m. News bulletin.

8:30–8:34:56 p.m. Program from Portsmouth, N. H.

11:15–11:30 p.m. Program from Portsmouth, N. H.

12:40 a.m. News bulletin.

12:58 a.m. News summary.

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Archibald MacLeish's "The Fall of the City" is heard again in the Columbia Workshop Festival (see page 26)

CBS PROGRAM BOOK · JULY, 1939

JULY, 1939

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AMERICAN CIGARETTE & CIGAR COMPANY	Pall Mall Cigarettes
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON SALE*
The Romance of Helen Trent *Serial drama* (See also A. S. BOYLE CO.)	Mon., Tues., Wed. 12:30–12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	290 Weeks
Music by Malneck with Matty Malneck's Orchestra *Musical*	Thursday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 52 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	4 Weeks
The Human Side of the News, by Irwin C. Hill *News*	Mon. thru. Fri. 6:05–6:15 p.m. *Rebroadcast* *11:05–11:15 p.m.* 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	47 Weeks
Your Hit Parade Max Warnow's Orchestra, Mary Ross, Raymond Scott's Quiet, Kay Lorraine and the Horsmiths *Popular music and vocalists*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 97 CBS stations ORIGINATES: WABC	Lord & Thomas	165 Weeks
Our Gal, Sunday *Serial drama* (See also KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45–1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	126 Weeks
Second Husband with Helen Menken, presented by the Famous Actors' Guild *Serial drama*	Tuesday 7:30–8:00 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	407 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

BOWEY'S, INC.	Dari-Rich Products
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Concentrated Super Suds Palmolive Soap

PROGRAM	TIME	AGENCY	ON CBS*
ev and Rhythm itl Todd Hunter, reporter; Dave ac, novachordist and Carl olngarten's Orchestra *lk and music*	Sunday 11:00–11:30 a.m. *Rebroadcast* *2:30–3:00 p.m.* 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	4 Weeks
ir Nighter itl Barbara Luddy and es remayne *ama at the "Little Theater Times Square"*	Friday 9:30–10:00 p.m. 51 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	74 Weeks
ms 'n' Andy *ial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 52 CBS stations ORIGINATES: KNX	Ward Wheelock Company	238 Weeks
lajor Bowes' **Or inal Amateur Hour** *nateurs, with* Major Bowes *Master of Ceremonies*	Thursday 9:00–10:00 p.m. 78 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	173 Weeks
ly and Marge *rial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 71 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	173 Weeks
lilop House tarring Bess Johnson *rial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 74 CBS stations ORIGINATES: WABC		176 Weeks

Th figures indicate the total number of weeks in which the client has used CBS facilities.

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COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Jell-O Ice Cream

ep nother *S al drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	114 Weeks
re y Kitty Kelly *S al drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	223 Weeks
acelor's Children *S al drama*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyng-ham, Inc.	235 Weeks
ur-Up Time tar ng Walter O'Keefe, nc Kostelanetz's Orchestra, ay hompson's Rhythm Singers nd uest stars *(nedy and musical variety* (Th series ends on July 3, etu ng August 21)	Monday July 3 only 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 61 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	24 Weeks
or Summer Hour vit James Melton, Francia White, Do oorhees' Orchestra, chorus and he ouge Reporter" and guest *sical variety*	Sunday 9:00–10:00 p.m. 77 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	274 Weeks
e, he People ith abriel Heatter, Harry von Zell nd uests *l-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	227 Weeks

Th gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

GENERAL FOODS CORPORATION *Continued*	Post Toasties La France Satina
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products

PROGRAM	TIME	AGENCY	ON CBS *
Joe E. Brown with Frank Gill and Bill Demling, comedians, Paula Winslow, Margaret McCrae, vocalist and Hal Sosnik's Orchestra *Comedy and musical variety*	Thursday 7:30–8:00 p.m. *Rebroadcast* *11:30–12 mid.* 69 CBS stations ORIGINATES: KNX	Benton & Bowles, Inc.	227 Weeks
Joyce Jordan, Girl Interne *Serial drama*	Mon., Wed., Fri. 12:00–12:15 p.m. 40 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Time to Shine, with Hal Kemp's Orchestra and Guests *Musical variety*	Tuesday 10:00–10:30 p.m. 42 CBS stations ORIGINATES: WABC	Bermingham, Castleman & Pierce, Inc.	34 Weeks
Gulf Musical Playhouse with Erno Rapee, Jane Froman and Jan Peerce *Musical*	Sunday 7:30–8:00 p.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	281 Weeks
Honolulu Bound starring Phil Baker, "Bottle", the Andrews Sisters, and Lyn Murray's Orchestra *Comedy and musical variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	24 Weeks
It Happened in Hollywood with Martha Mears, John Conte and Eddie Dunstedter's Orchestra *Musical variety*	Mon., Wed., Fri. 11:00–11:15 a.m. 25 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	97 Weeks

* *The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Lux Toilet Soap Rinso

PROGRAM	TIME	AGENCY	ON CBS*
He Honor, Nancy James o-arring Barbara Weeks and NeeWever *rial drama*	Mon. thru Fri. 12:15–12:30 p.m. 40 CBS stations ORIGINATES: WABC	Lord & Thomas	104 Weeks
Du Gal, Sunday *rial drama* (Se also ANACIN COMPANY)	Thurs. and Fri. 12:45–1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	393 Weeks
Gu Lombardo and His Orchestra *pular music*	Monday 10:00–10:30 p.m. *Beginning July 17, 9:30–10:00 p.m.* 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	290 Weeks
Gr d Central Station *amatic sketches*	Friday 10:00–10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	104 Weeks
Th Lux Radio Theatre wit stars of stage and screen *ama;* Cecil B. DeMille, *director* (Th series ends on July 10, retu ing September 11)	Monday 9:00–10:00 p.m. 58 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	188 Weeks
Bi Town sta ing Edward G. Robinson wit Claire Trevor *ama* (Th series ends on July 4, retu ing September 19)	Tuesday, July 4 8:00–8:30 p.m. *Rebroadcast 11:30–12 a.m.* 59 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	153 Weeks

* *Th figures indicate the total number of weeks in hich the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY *Continued*	Lifebuoy
	Rinso
	Spry
	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NEHI CORPORATION	Royal Crown Cola

PROGRAM	TIME	AGENCY	ON CBS*
ic Powell idMartha Raye, Parkyakarkus, uGluskin's Orchestra, Guest Stars *sical variety and comedy* Th series ends on July 18, etu ing September 19)	Tuesday, July 11 and 18 only 8:00–9:00 p.m. *Rebroadcast* *11:30 p.m.–12:30 a.m.* 59 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	153 Weeks
Bigsister vit Ruth Chatterton, Alice Frost mc Iartin Gabel *rial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 67 CBS stations 26 CBC stations ORIGINATES: WABC		146 Weeks
Au Jenny's Real Life Stories *amatic sketches*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* 60 CBS stations 26 CBC stations ORIGINATES: WABC		128 Weeks
Th Life and Love of Dr. Susan *rial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* 63 CBS stations ORIGINATES: WABC	J. Walter Thompson Co.	20 Weeks
Pa Whiteman and His Orchestra, with Joan Edwards, Cla Dennis, and The Modernaires *usical Variety*	Wednesday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 92 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	337 Weeks
Be ve It or Not Ripley *usical variety*	Friday 10:30–11:00 p.m. 75 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	14 Weeks

** Th figures indicate the total number of weeks in hich the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

NOXZEMA CHEMICAL COMPANY	Noxzema
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol

Pr essor Quiz vit Bob Trout *estions and answers*	Saturday 8:30–9:00 p.m. 6 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	60 Weeks
Do Barclay's Daughters *rial drama*	Mon. thru Fri. 2:00–2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	86 Weeks
Sa rday Night Serenade Ma Eastman, soprano; Bill Perry, ten , and Gustav Haenschen's Or estra and Chorus *usical*	Saturday 9:45–10:15 p.m. 53 CBS stations ORIGINATES: WABC	Gardner Advertising Company	295 Weeks
Ma y Lee Taylor hor economist *ousehold advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 60 CBS stations ORIGINATES: KMOX		
Jo ny Presents Jo ny Green's Orchestra, Drama-tiz Short Stories, Floyd Sherman, Ro r Kinney, Genevieve Rowe, "B erly", Glenn Cross, Ray Bloch's Sw g 14 *usical variety and dramatic interludes*	Friday 8:30–9:00 p.m. *Rebroadcast* *11:30–12:00 p.m.* 54 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	146 Weeks
Kr kerbocker Playhouse, wit Elliott Lewis and Guest Stars *ama*	Sunday 10:00–10:30 p.m. 57 CBS stations ORIGINATES: WBBM	H. W. Kastor & Sons	239 Weeks
Th Goldbergs *rial drama*	Mon. thru Fri. 1:00–1:15 p.m. 27 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	

The gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE COMPANY *Continued*	Ivory
	Chipso
	Crisco
	Drene
	Chipso
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco

PROGRAM	TIME	AGENCY	ON CBS *
Li Can Be Beautiful *erial drama*	Mon. thru Fri. 1:15–1:30 p.m. 32 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
R d of Life *erial drama*	1:30–1:45 p.m. 27 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
T s Day Is Ours *erial drama*	1:45–2:00 p.m. 35 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Ji mie Fidler *lollywood news reporter* (T s series ends on July 25, re ning September 12)	Tuesday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 56 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
M hattan Mother *erial Drama*	Mon. thru Fri. 9:30–9:45 a.m. 11 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
W en a Girl Marries *erial drama*	Mon. thru Fri. 2:45–3:00 p.m. 49 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	5 Weeks
K tenborn Edits the News *ews Analysis*	Sun. and Tues. 10:30–10:45 p.m. 35 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	9 Weeks
"londie" w Penny Singleton and A hur Lake *Domestic comedy* (S rts July 3)	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 86 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	313 Weeks
B Crosby's Orchestra w Johnny Mercer, singer, ar The Bobcats *Musical variety*	Tuesday 9:30–10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR		

Th igures indicate the total number of weeks in hich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

SEALTEST, INC.	Sealtest System of Laborat Control of Milk and Ice Cre
UNITED STATES RUBBER COMPANY	Tires and Rubber Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
JOHN H. WOODBURY, INC.	Woodbury's Powder, Soap and Cream
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum
WYETH CHEMICAL COMPANY	Hill's Nose Drops

Yo Family and Mine *rial drama*	Mon. thru Fri. 2:30–2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	9 Weeks
Ra nond Paige, **99 len and a Girl** wit Guest Vocalists *sical*	Friday 9:00–9:30 p.m. 82 CBS stations ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	47 Weeks
Mo el Minstrels wit Tom Howard and George Sh on, the Eton Boys and Ra Bloch's Orchestra *medy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	213 Weeks
"T e Parker Family", sta ng Leon Janney *mestic comedy* (St s July 7)	Friday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 34 CBS stations ORIGINATES: WABC	Lennen & Mitchell, Inc.	124 Weeks
Ga way to Hollywood *otion-picture talent quest*	Sunday 6:30–7:00 p.m. 62 CBS stations ORIGINATES: KNX	Frances Hooper Advertising Agency	270 Weeks
Sc tergood Baines *rial drama*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *5:00–5:15 p.m.* 66 CBS stations ORIGINATES: WBBM	Neisser-Meyerhoff, Inc.	
Th Romance of Helen Trent *rial drama* (Se also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	215 Weeks

* *Th figures indicate the total number of weeks in hich the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

	CLIENT	PRODUCT
COLUMBIA PACIFIC NETWORK	BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
	CALIFORNIA FRUIT GROWERS EXCHANGE	Fruit Pectin
	DUART MANUFACTURING COMPANY	"Creme of Milk" Face Crea Lotion, Lipstick, Cosmetics
	S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods
	SOFENZ SALES CORPORATION	Sofenz Face Cream
COLUMBIA CALIFORNIA NETWORK	EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
	RIO GRANDE OIL, INC.	Petroleum Products
	WILMINGTON TRANSPORTATION COMPANY	Santa Catalina Island Summer Resort

PROGRAM	TIME	AGENCY	ON AIR*
Ne, Views and Sport Re ews by Hughes *Sorts news*	Sun., Mon., Wed. and Friday 8:30–8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	39 Weeks
Fle her Wiley *ws and features* (Th series ends July 19)	Wednesday 2:00–2:15 p.m. PST ORIGINATES: KNX	Lord & Thomas	7 Weeks
Sp ling Bee wit Tom Breneman (Th series ends July 9)	Sunday 7:00–7:30 p.m. PST ORIGINATES: KSFO	Erwin, Wasey & Co.	24 Weeks
I Wnt a Divorce *amatic sketches*	Friday 8:00–8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	37 Weeks
Be ty Secrets *lks*	Tuesday 11:30–11:45 a.m. PST ORIGINATES: KNX	Richard F. Connor	6 Weeks
Eu id Ballot Box wit Sam Hayes Th eople vote	Monday 7:15–7:30 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	84 Weeks
Ca ng All Cars *lice file dramatizations*	Monday 9:00–9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	291 Weeks
Ca lina Fun Quiz wi Gary Breckner *an-on-street interviews*	Mon. thru Fri. 2:15–2:30 p.m. PST ORIGINATES: KNX	Neisser-Meyerhoff, Inc.	6 Weeks

** T figures indicate the total number of weeks in which the client has used CBS facilities.*

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL MILLS, INC.	Wheaties
PROCTER & GAMBLE COMPANY	Ivory
SOCONY-VACUUM OIL COMPANY	Mobiloil and Mobilgas
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
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MANHATTAN SOAP	Sweetheart Toilet Soap
MELVILLE SHOE COMPANY	Thom McAn Shoes
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
POSTO-PHOTO	Photographic Developing and Enlarging Service

PROGRAM	TIME	AGENCY	TO DATE*
All home games of New York Yankees and New York Giants *play-by-play description* *Arch McDonald*	Mon. thru Fri. Approx. 3:10–5:15 p.m. Sat. Approx. 2:25–4:30 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	10 Weeks
News Program	Mon. thru Sat. 6:00–6:05 p.m.	Kenyon & Eckhardt, Inc.	21 Weeks
Sport Review	Mon., Wed., Fri. 6:15–6:30 p.m.	Russell M. Seeds Company	12 Weeks
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	512 Weeks
According to Hoyt *baseball previews with Waite Hoyt*	Mon. thru Fri. 3:00–3:10 p.m. Saturday 2:15–2:25 p.m.	N. W. Ayer & Son, Inc.	10 Weeks
The Morning Almanac, featuring Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow, Inc.	24 Weeks
Cities in the News	Mon., Wed., Fri. 8:00–8:05 a.m.	Franklin Bruck Advertising Corp.	10 Weeks
Early Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	30 Weeks
Packers Sports Review	Tues., Thurs., Sat. 6:15–6:30 p.m.	Stack-Goble Agency	18 Weeks
The Morning Almanac, featuring Phil Cook	Mon., Wed., Fri. 7:15–7:30 a.m.	Redfield-Johnstone, Inc.	1 Week

The figures indicate the total number of weeks in which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "By Columbia" for July are planned within a triple frame of *Interest*, *Timeliness*, and *Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these nine classifications:

1. DRAMATIC SERIES . . . . . *Page 26*

2. SPECIAL EVENTS . . . . . *Page 27*

3. PUBLIC AFFAIRS . . . . . *Page 29*

4. EDUCATIONAL PROGRAMS . . . . *Page 31*

5. SERIOUS MUSIC . . . . . *Page 34*

6. RELIGIOUS BROADCASTS . . . . *Page 36*

7. CHILDREN'S PROGRAMS . . . . . *Page 38*

8. PERSONALITIES . . . . . *Page 38*

9. LIGHT MUSIC . . . . . *Page 39*

ADDENDA: June Programs . . . . . *Page 41*

Columbia Workshop Festival

10:00–10:30 p.m.
EACH THURSDAY, BEG. JULY 6

10:00–11:00 p.m.
THURSDAY, JULY 20

The Columbia Workshop celebrates its third anniversary on the air, with a 13-week Festival, during which eight of the most famous Workshop productions will be revived, and four new radio plays and one new adaptation will be produced. Included among the new plays is William Saroyan's "Radio Play," while Archibald MacLeish's famed "The Fall of the City," first produced on the Workshop will be among the revivals. The Festival also brings back Irving Reis, former Workshop producer, since "gone Hollywood," who will direct and produce three of the plays from that city. An unusual feature of the Festival is that the public will be admitted for the first time to the plays, both in New York and Hollywood. The schedule for July:

JULY 6: "The Half-Pint Flask," by DuBose Heyward; adapted and directed by Irving Reis.

JULY 13: "Never Come Monday," by Eric Knight; adapted by Stephen Fox; directed by William N. Robson.

JULY 20: "John Brown's Body," by Stephen Vincent Benet; adapted and directed by Norman Corwin. (A full-hour broadcast.)

JULY 27: "A Trip to Czardis," by Edwin Granberry; adapted by James and Elizabeth Hart and directed by Brewster Morgan.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES
Continued

The Adventures of Ellery Queen 8:00–9:00 p.m. EACH SUNDAY	A new series in which the adventures of r. Queen and his assistant, Nikki, are dramat d before a jury of four prominent "armchai e- tectives," who give their opinion on w 's guilty before the true solution is ena d. George Zachary directs and produces the o- gram.
Buffalo Summer Theatre 3:30–4:00 p.m. EACH FRIDAY	The Buffalo Summer Theatre returns to e air with another program of summer st k, acted by Buffalo's leading players.
Ray Collins in "County Seat" 7:30–8:00 p.m. EACH SATURDAY	Ray Collins, one of radio's foremost ac s. stars in this dramatic series as "Doc" Hac t, small town druggist. The story of "Co ty Seat" is written by Milton Geiger.

SPECIAL EVENTS

Horse Racing 4:00–4:30 p.m. SATURDAY, JULY 1, 8, 15, 22, & 29 TUESDAY, JULY 4 MONDAY, JULY 31	Bryan Field begins a heavy month of ce calling for Columbia, with the close of A e- duct, and the opening of Empire City. On ly 1, Field describes the Gazelle Stakes, last s ke run on Long Island until September. Mo g to Empire City, Field's schedule for Jul s: JULY 4: Demoiselle Stakes. JULY 8: Fleetwing Stakes. JULY 15: Empire City Handicap. JULY 22: Butler Handicap. JULY 29: Yonkers Handicap. JULY 31: Opening day at Saratoga.

South Dakota Jubilee Celebration 11:00–11:30 p.m. SUNDAY, JULY 2	The South Dakota Jubilee Celebration is held at Mt. Rushmore, in the Black Hills, where Gutzon Borglum has completed the carving of the faces of Washington, Jefferson, Lincoln and Theodore Roosevelt out of the solid granite on the mountain's side. Beside Borglum, who is the host, others heard are Governor Harlan J. Bushfield of South Dakota, and William S. Hart, old-time Western film star.
Stars and Stripes Handicap 6:15–6:30 p.m. TUESDAY, JULY 4	The Stars and Stripes Handicap, feature holiday attraction at the Arlington Park Race Track, near Chicago, is brought to Columbia's fans by announcers Frank Ashley and Ken Ellington of WBBM.
All Star Baseball Game 1:15–3:30 p.m. TUESDAY, JULY 11	The 7th annual All-Star baseball game, held this year at the Yankee Stadium, in New York, is given the coverage its importance deserves by Columbia. Three announcers, all experienced enthusiasts of the game, report it. The play-by-play is given by Arch McDonald, who this year is calling all the home games of the Yankees and Giants, and France Laux, who does the calling daily at KMOX, for St. Louis fans. The color is handled by Mel Allen, who takes care of the same assignment during the season. This year the teams are being picked by Gabby Hartnett of the Chicago Cubs, and Connie Mack, of the Philadelphia Athletics, to whom Joe McCarthy of the Yankees, waived the honor.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
Canada Day at the World's Fair 2:30–3:15 p.m. SATURDAY, JULY 1	Canada Day is celebrated at the New Yor World's Fair, with speeches from the st s o the Canadian building by Prime Mi ste William L. MacKenzie King of Canada, . yo Fiorello H. LaGuardia of New York, (ve Whalen, Fair president, and Edward J. l nn U. S. Commissioner-General to the Fair
Mrs. F. D. Roosevelt 5:00–5:30 p.m. SUNDAY, JULY 2	Mrs. Franklin D. Roosevelt presents the pir garn Medal to Marian Anderson, ren ne Negro singer, as the American Negro wl ha the outstanding record of achievemer this year. The presentation is made at the 50th annual conference of the National Assoc ion for the Advancement of Colored People el at Richmond, Virginia.
Francis B. Sayre 10:45–11:00 p.m. SUNDAY, JULY 2	Francis B. Sayre, Assistant Secretary of ate. discusses America's commercial policy a l its trade agreements program, from Washi on.
Col. Louis A. Johnson 10:45–11:00 p.m. TUESDAY, JULY 4	"Democracy and National Defense" th topic of Col. Johnson, Assistant Secret o War, speaking before the Institute of l blic Affairs, at the University of Virginia.
Herbert Hoover 10:30–11:00 p.m. THURSDAY, JULY 6	Former President Herbert Clark H ver speaks before the international convent n of Christian Endeavor Societies. being h l in the Cleveland Public Hall.

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
Representative Celler 10:45–11:00 p.m. TUESDAY, JULY 11	Representative Emanuel Celler (D) of New York delivers his postponed speech on "The New Alien and Sedition Laws."
Professor Moore 3:30–3:45 p.m. THURSDAY, JULY 13	Professor Herbert Moore of Mount Holyoke College speaks of "Vocation Problems and How to Meet Them," from the convention of the National Federation of Business and Professional Women's Clubs in Kansas City.
John R. Steelman 10:45–11:00 p.m. SUNDAY, JULY 16	John R. Steelman, director of conciliation of the Department of Labor, takes up the subject of "Conciliation."
"Bull Session" 2:00–2:30 p.m. EACH SATURDAY, BEG. JULY 1	Students from a group of mid-western universities hold informal and impromptu discussions on important topics, from Chicago.
"This Week In Washington" SATURDAY, 6:30–6:45 p.m.	Albert Warner, new CBS correspondent in Washington, reviews the important developments in the political scene there.
The World Today 5:00–5:30 p.m. EACH SUNDAY	Columbia's audience hears CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."
"Women in the World of Tomorrow" 12:15–12:30 p.m. EACH SATURDAY	This new series, presented under the auspices of CBS and the Women's National Radio Committee, features outstanding women.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

The programs on this page are presentations of the Department of Education, arranged through the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman
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RUTH BRYAN ROHDE
THOMAS V. SMITH
GEORGE EDGAR VINCENT
WILLIAM ALLEN WHITE
RAY LYMAN WILBUR
JOSEPH H. WILLITS

Americans at Work
7:00–7:30 p.m.
EACH SATURDAY

Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The July schedule:

JULY 1: Librarian.
JULY 8: Model.
JULY 15: Lumber Worker.
JULY 22: Tugboat Captain.
JULY 29: Musical Instrument Maker.

The People's Platform
7:30–8:00 p.m.
EACH WEDNESDAY

Following the program of July 5 from San Francisco, which has Senator Elbert D. Thomas (D) of Utah and Representative Noah M. Mason (R) of Illinois, discussing "Can It Happen Here?" "The People's Platform" returns to the East. On July 12 "A Third Term for President" will be taken up, followed on July 19 by the question: "Do We Need a Federal Arts Program?" Lyman Bryson continues as director of the series.

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
Democracy in Action 2:00–2:30 p.m. EACH SUNDAY	This is a new series of 26 programs designed to show the people of the United States how their government operates. The series is presented by CBS in cooperation with the U. S. Office of Education.
Adventures in Science 5:45–6:00 p.m. EACH MONDAY	Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc. JULY 3: Dr. Reuben T. Shaw, president of the National Education Association and head of the science department of the Northeast High School, Philadelphia, discusses science's place in schools and daily life in an address entitled "More Exact Knowledge," from the NEA meeting in San Francisco. JULY 10: Dr. Vern O. Knudsen, professor of Physics and dean of Graduate Study, University of California, discusses "The Conquest of Noise."
National Education Association Convention 3:00–3:30 p.m. 6:45–7:00 p.m. TUESDAY, JULY 4	"Crisis in Czechoslovakia," written by A. Murray Dyer for Columbia's "American School of the Air" program, is re-enacted before 8,000 educators at the NEA convention in San Francisco. In a later broadcast that day, five prominent people speculate on the discussion, "If I Went Back to School."
Of Men and Books 5:15–5:30 p.m. EACH WEDNESDAY	Representative T. V. Smith (D) of Illinois continues to review current books, first as critic and philosophy professor, then as statesman, in this unusual series.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPTION
What Price America? 2:00–2:30 p.m. SATURDAY, JULY 1 1:30–2:00 p.m. EACH SATURDAY THEREAFTER	The story of the natural resources of Am ca —their original abundance, gradual depl on and present efforts at conservation—is ld through dramatizations presented by CI in cooperation with the U. S. Dept. of Int or.
Highways to Health 5:30–5:45 p.m. EACH TUESDAY	The New York Academy of Medicine arr es these medical talks for the layman. Dr. go Galdston, executive secretary of the Me al Information Bureau, is in charge. JULY 4: Dr. Herman Sharlit, dermatol st, Post Graduate Medical School and Hosp l: "Your Cosmetics and the New Federal s- metic Law." JULY 11: Dr. Edward L. Kellogg, prof or of surgery and attending surgeon, Polycl c: "Gastro-Duodenal Ulcer." JULY 18: Dr. Wendell L. Hughes, senior a is- tant surgeon, New York Eye and Ear In m- ary, "The Eyes Have It." JULY 25: Dr. G. W. Graves, professor of is- eases of children, N. Y. U. Medical Sc l: "The Child's Health and His Adult Associa s."
Men Behind the Stars 5:45–6:00 p.m. EACH FRIDAY	The lives and discoveries of astrono rs throughout the ages are dramatized in is series, presented by Prof. William H. Ba n, Jr., of the Hayden Planetarium, and ms Christian Adamson of the American Mus m.

PROGRAM AND TIME	DESCRIPTION
Philharmonic Symphony Stadium Concerts 9:00–10:30 p.m. EACH WEDNESDAY, BEG. JULY 5	The famed summer concerts of the New York Philharmonic Symphony Orchestra, in Lewisohn Stadium, are again carried by Columbia. Aaron Copland, composer and author, acts as commentator for the series. Three new conductors are heard in July; Efrem Kurtz on July 5, Frieder Weissmann on July 12 and 19, and Erich Leinsdorf on July 26.
Columbia Broadcasting Symphony 3:00–4:00 p.m. EACH SUNDAY	Howard Barlow, brilliant director of the Columbia Broadcasting Symphony, this month continues his fourth season of Sunday afternoon concerts on CBS. JULY 2: *Moussorgsky:* Khovanstchina; (a) Prelude; (b) Persian Dance; *Tschaikowsky:* Symphony No. 5 in E Minor. JULY 9: Gershwin Memorial Concert by Paul Whiteman and his orchestra, augmented by members of the Columbia Symphony Orchestra, with Jane Froman, Roy Bargy, Rosa Linda and Frank Signorelli as soloists, and Deems Taylor as commentator. JULY 16: All Johann Strauss program.
Glyndebourne Festival 3:00–3:30 p.m. FRIDAY, JULY 7	The annual Glyndebourne Opera Festival, held on the estate of Capt. John Christie, sixty miles from London, this year features Verdi's opera, "Macbeth." Portions of Act II are carried by Columbia, with Margherita Grandi as Lady Macbeth, and Farncisco Valentino as Macbeth, assisted by the Festival orchestra, directed by Fritz Busch.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

PROGRAM AND TIME	DESCRIPTION
The Hour of Musical Fun 4:00–4:30 p.m. EACH SUNDAY STARTING JULY 2	This new program, whose keynote is info al ity, tests the musical erudition of four list e each week. Ted Scott acts as MC, Link Macaluso as judge, David Ross as int ne- diary, and Alexander Semmler as pianis
From the Organ Loft 9:00–9:25 a.m. EACH SUNDAY	Julius Mattfeld, outstanding concert or ist and director of the CBS Music Library, is lo- ist on these programs of organ music.
Mid-Western Music Camp Series MONDAY, 3:00–4:00 p.m.	Orchestra and band concerts are featur at the annual mid-Western Music Camp S ies at University of Kansas, Lawrence, Kans.
Exploring Music 5:00–5:15 p.m. EACH MONDAY	Bernard Herrmann, brilliant young CBS on- ductor, directs the Columbia String Orc tra this month in shorter symphonic works.
Story of the Song 3:30–4:00 p.m. EACH TUESDAY	Outstanding concert singers are present in selections from the treasury of songs in ng- lish. Genevieve Rowe, soprano; William F ry, tenor and Hubert Hendrie, baritone.
Musical Album 5:00–5:30 p.m. EACH TUESDAY	Bernard Herrmann conducts the Colu bia String Orchestra each Tuesday afterno in programs featuring the shorter classical w ks.
United States Army and Marine Bands THURSDAY, FRIDAY, 3–3:30 p.m.	Band music is played each Thursday an ri- day on Columbia in half-hour programs l the United States Army and Marine Bands.
Columbia Chamber Orchestra FRIDAY, 3:30–4:00 p.m.	Howard Barlow, Columbia's noted cond or, leads the Columbia Chamber Orchestra i his series of Friday afternoon concerts.

Church of the Air

10:00–10:30 a.m.

1:00–1:30 p.m.

EACH SUNDAY

The *Church of the Air* is presenting its 8th consecutive year of Sunday morning and afternoon broadcasts. Services are conducted by representatives of the major faiths.

JULY 2: *Morning*—Rev. William Pearson Merrill, pastor-emeritus, Brick Presbyterian Church, New York.

Afternoon—Dr. Ernest C. Wilson, Christ Church (Unity), Los Angeles.

JULY 9: *Morning*—Rev. Harold R. Browne, First Christian Church of Philadelphia (Disciples of Christ).

Afternoon—Rev. Joseph I. Malloy, C. S. P., Paulist Fathers, New York.

JULY 16: *Morning*—Rev. John Clark Williams, First Methodist Protestant Church, Columbus, Ohio.

Afternoon—Rabbi Nathan A. Perilman, Congregation Emanu-El, New York.

JULY 23: *Morning*—Rev. Harold Adye Prichard, Rector, St. Mark's Church (Episcopal), New York.

Afternoon—Elder Bryant S. Hinckley, former president, Northern States Mission, in Chicago (Mormon).

JULY 30: *Morning*—Rev. Daniel E. Weigle, Philadelphia Association of Congregational Churches.

Afternoon—Rev. John J. Scally, diocesan director, Society for the Propagation of the Faith, New York.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

Continued

PROGRAM AND TIME	DESCRIPTION
Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of spirituals and religiou al is presented by a Negro choir of 35 voice ro Cleveland and by outstanding Negro de and educators. JULY 2: Bishop Edward Thomas Senby Pro estant Episcopal Church, Cleveland. JULY 9: George W. Conrad of Cinci nat president of the National Catholic Inte ncia Federation. JULY 16: W. A. Fountain Jr., presid t o Morris Brown University, Atlanta, Ga. JULY 23: D. F. Martinez, D.D., presiding lde of the Tuscaloosa District, A. M. E Zio Churches, Tuscaloosa, Ala. JULY 30: Dr. J. W. Heywood, president Mor ristown College, Morristown, Tenn.
World's Fair Vesper Services 5:30–6:00 p.m. SUNDAY, JULY 2, 9 AND 16	Three vesper service programs are c ried over the Columbia network from the Ne York World's Fair Temple of Religion. On ly 2 the Concord Baptist Choir of Brook n. Negro group of 130 voices is heard, fo wed July 9, by the Blessed Martin Choral S iety of New York, and the Trinity Lutheran C urch Choir of White Plains on July 16.
Baptist World Alliance 2:30–3:00 p.m. SATURDAY, JULY 22	The Sixth World Congress of the Baptist orld Alliance, held at Atlanta, Ga., feature spir ituals by a choir of 2,000 Negro voices with an address by a special guest.

CHILDREN'S PROGRAMS

"March of Games" 5:45–6:00 p.m. TUESDAY AND THURSDAY 4:30–4:45 p.m. WEDNESDAY, JULY 12	Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. On Wednesday, July 12, Arthur Ross, the schoolboy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program, quiz four models at the Fall fashion show of children's clothes, held at the Hotel New Yorker.
"Let's Pretend" 12:30–1:00 p.m. EACH SATURDAY	The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for nine years. The program has already been awarded four prizes this year.

ERSONALITIES

"The Alibi Club" 7:00–7:30 p.m. SUNDAY, BEGINNING JULY 9	Columbia begins a new series, in which a group of men and women, confronted with dramatized situations, are asked what they would do in similar cases. The man and woman winning compete for the grand prize. Earle McGill directs and Leith Stevens' orchestra provides the musical background.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	CONTENT
PERSONALITIES *(Continued)*	**Man About Hollywood—George McCall** 9:00–9:30 p.m. MONDAY, BEGINNING JULY 17	Interviews with Hollywood's stars each week is the feature of this new series of new and stories about the film capital, starring George McCall, Hollywood reporter.
	Richard Maxwell 9:00–9:15 a.m. MONDAY THRU SATURDAY	Richard Maxwell presents six program of hymns, inspirational songs and homely philosophy each week.
	Outdoors with Bob Edge 7:45–8:00 p.m. EACH FRIDAY	Bob Edge, popular young sportsman, is ar in this series of informal talks dedicat t hunting and fishing enthusiasts.
	Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Family includes the Eton Brothers (Kelly, Jack and Pete), Helen lexander, soprano; Nicholas Cosentino, tor: Charles Magante, accordionist; Sam He an. xylophonist, and Waldo Mayo's Orchest
LIGHT MUSIC	**Ray Block's Varieties** 4:15–4:45 p.m. EACH THURSDAY	Ray Block leads his orchestra in these variety programs, assisted by guest vocalists and rhythm groups.
	Al Bernard's Merry Minstrels TUESDAY, 4:15–4:45 p.m.	A streamlined, modern version of the old time minstrel show. Al Bernard, long a headliner in this field of entertainment, is starred.
	National Hillbilly Champions 9:30–10:00 a.m. EACH SATURDAY	Hillbilly music, performed by the nation's leading mountaineer group, Pappy Chesnee's National Hillbilly Champions, is heard each Saturday morning from station KMOX.

"Summer Colony" with Buddy Clark 8:00–8:30 p.m. EACH FRIDAY	Buddy Clark, popular young Columbia baritone, brings a guest artist from the night clubs each week in this new summer series. He is assisted by Walter Gross, pianist, and Leith Stevens and his orchestra.
CBS Vocalists Various hours MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Judith Arlen, Audrey Marsh Clyde Barrie, Doris Rhodes Ruth Carhart, Genevieve Rowe Michael Loring, Jack Shannon Barry Wood
Deep River Boys, Eton Boys, Four Clubmen Various hours	These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.
Dance Orchestras Various hours MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for July: Count Basie, George Hamilton Charles Baum, Harry James Ben Bernie, Henry King Cab Calloway, Enoch Light Del Courtney, Carlos Molina Eddy Duchin, Harry Owens Shep Fields, Ted Weems Jan Garber, Barry Wood Sterling Young

ADDENDA: JUNE PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week
week, sometimes day to day, and even, on occasion, hour to h
basis. One result of this flexibility and timeliness is the follow
partial list of June programs which were arranged too late
inclusion in the last month's issue of THE COLUMBIA PROGRAM BO

PUBLIC AFFAIRS

JUNE 3 and 17: The National Organization for Decent Literature opened a campaign, with speeches from South Bend, Indiana, by The Most Rev. John F. Noll, Bishop of Fort Wayne, on June 3, and The Rev. John Cavanagh of the University of Notre Dame on June 17, 5:15–5:30 p.m.

JUNE 4: Former Governor John G. Winant of New Hampshire, was interviewed in Geneva, Switzerland, by William L. Shirer, CBS European correspondent, 1:30–1:45 p.m.

JUNE 6: Carmel Snow, editor of "Harper's Bazaar," previewed Fall and Winter fur fashions at the 20th annual Fur Fashion Show, at the Waldorf-Astoria, 10:45–11 p.m.

JUNE 9: The aims of the National Catholic Social Action Congress were discussed by Monsignor John A. Ryan of Catholic University, 4:45–5 p.m.

JUNE 10: A special program of WKRC's "Safety Patrol" broadcast brought speeches by City Manager C. O. Sherrill of Cincinnati, Claude V. Courter, Superintendent of Public Schools, Judge Otis R. Hess, of the Cincinnati Traffic Court, and William G. Wiley, publisher of the Cincinnati *Enquirer* and president of the Chamber of Commer with Al Bland, chief of the "Safety Patr conducting the program, 2:45–3 p.m.

Senator Robert R. Reynolds (D) of No Carolina, discussed "Foreign Affair 10:45–11 p.m.

JUNE 12: President Roosevelt addressed graduating class of West Point, 11:45 a.m 12 noon.

JUNE 14: Major Benjamin H. Namm a Lew Hahn, general manager of the N tional Retail Dry Goods Association sp at a dinner to Harold R. Young, for years Washington representative of organization, 10:45–11 p.m.

JUNE 18: The Far Eastern situation was cussed by Christopher Chancellor, gene manager in the Far East for Reuter's, Brit news agency, on leave in London, 1: 2 p.m.

"The Dies Committee" was the topic Representative J. Parnell Thomas (R) of N Jersey, Committee member, 10:45–11 p

JUNE 19: "International Understandi was the theme of speeches by The R Ralph A. Ward, Bishop of Central Chi and T. A. Warren, of the National Educat

ecutive Committee of Great Britain, at the tary International Convention. Cleveand, 5:30–5:45 p.m.

NE 20: President Robert M. Hutchins of e University of Chicago, spoke on "Inlectual Freedom," 10:45–11 p.m.

NE 22: The President's new "lendingending" plan was discussed in detail by bert Warner, Columbia's Washington repsentative, 3:30–3:45 p.m.

NE 22: Messmore Kendall, president genal of the Sons of the American Revolun, spoke in behalf of "Young Citizen's ay," held June 25, 6:45–7 p.m.

e ninth annual speech tournament of the ational Forensic League, with radio anuncing included for the first time, was ld in Los Angeles, with Thomas Freeirn-Smith of the KNX announcing staff, chief judge for the radio event, 10:45– p.m.

NE 23: The homecoming speech of King orge VI, from historic Guildhall, London, well as the speech of greeting by Sir ank Bowater, Lord Mayor, was heard by lumbia's audience, with description by ward Marshall of BBC, 9:10–9:45 a.m.

NE 24: "The 76th Congress So Far and hy" was explained by Representative bert E. Austin (R) of Connecticut, 10:45– p.m.

NE 25: Maurice Samuels, author, took up he Refugee Problem in Relation to Paltine," in connection with the 42nd annual nvention of the Zionist Organization in merica, 2:45–3 p.m.

alph Morgan, Claudette Colbert, James agney, Frank Capra, Charles Brackett, Jean Arthur, Melvyn Douglas and Pat O'Brien participated in a discussion condemning the government's abandonment of the Federal Arts Project. The meeting was presided over by Marc Connelly, 4:30–4:45 p.m.

Miles W. Vaughn, former UP Far Eastern manager and Robert Aura Smith of the New York *Times*, analyzed the present Far Eastern crisis, with Albert Warner giving official Washington's reaction during the regular CBS series "The World Today," 5–5:30 p.m.

Sir William Crawford, president of Incorporated Practitioners in Advertising in Great Britain, introduced by Col. William H. Rankin, gave his opinion of American contemporaries, 10:45–11 p.m.

JUNE 26: The annual award dinner of the National Federation of Press Women at the Waldorf-Astoria brought Presidents William S. Paley of CBS and Lenox Lohr of NBC, Alfred J. McCosker of Mutual, and Grover Whalen, president of the New York World's Fair to the microphone, with an introduction by Mrs. Joseph E. Goodbar, Federation founder and president, and John S. Young, World's Fair Radio Director as emcee, 10:30–11 p.m.

JUNE 27: Carmel Snow returned to describe the Fall hat show by Lily Dache at the Coty Building, World's Fair, 4–4:15 p.m.

"Youth in Industry" was the subject of Representative Mary Norton (D) of New Jersey, 10:45–11 p.m.

JUNE 28: The "United States Employment Service" was praised by Secretary of Labor Frances Perkins, before it left the Labor Department July 1 to join the new Federal Security Agency, 10:45–11 p.m.

JUNE 29: Chairman John D. M. Hamilton of the Republican National Committee, introduced by Percy A. Miller, Jr., chairman of the Republican Committee of Essex County, N. J., spoke of the party's present state, 6:45–7 p.m.

SPECIAL EVENTS

JUNE 2: Charles Gardner described the disaster involving the British submarine "Thetis," from Liverpool, 6:45–7 p.m.

JUNE 8: "The Flying Hutchinsons," winging their way homeward, reported to the Columbia audience from Lima, Peru, 5:15–5:30 p.m.

JUNE 10: The 50th anniversary of the invention of Thomas A. Edison's kinetescope was celebrated in Hollywood at the Ambassador Hotel by Bob Hope, Dorothy Lamour, Tito Guizar, Linda Ware and Anson Week's orchestra, conducted by Victor Young. Jack Benny and Cecil B. DeMille were the emcees of this program, produced by Irving Reis, formerly of CBS and Bob Hussey, 1–1:30 a.m.

JUNE 14: Mrs. James Morris, national president of the American Legion Auxiliary, and the St. Cecilia Choir of 50 voices, participated in the special Flag Dag program from Boston, 4:15–4:45 p.m.

JUNE 15: The huge benefit staged at Madison Square Garden for the benefit of Christian German Refugees was carried over the Columbia network, and included Mary Martin, Burns and Allen, Fairchild and Carroll, Ethel Waters, and Mario Chamlee, with Eddie Cantor and Deems Taylor as emcees, 12:30–1 a.m.

JUNE 17: Ted Husing described the annu Invitation Track Meet at Princeton, in whi Great Britain's Sidney Wooderson lost t mile race to Chuck Fenske, among othe 5:30–6:30 p.m.

John Reed King flashed the results of t annual Poughkeepsie Regatta to the Colu bia audience direct from the finish li 6:30–6:45 p.m.

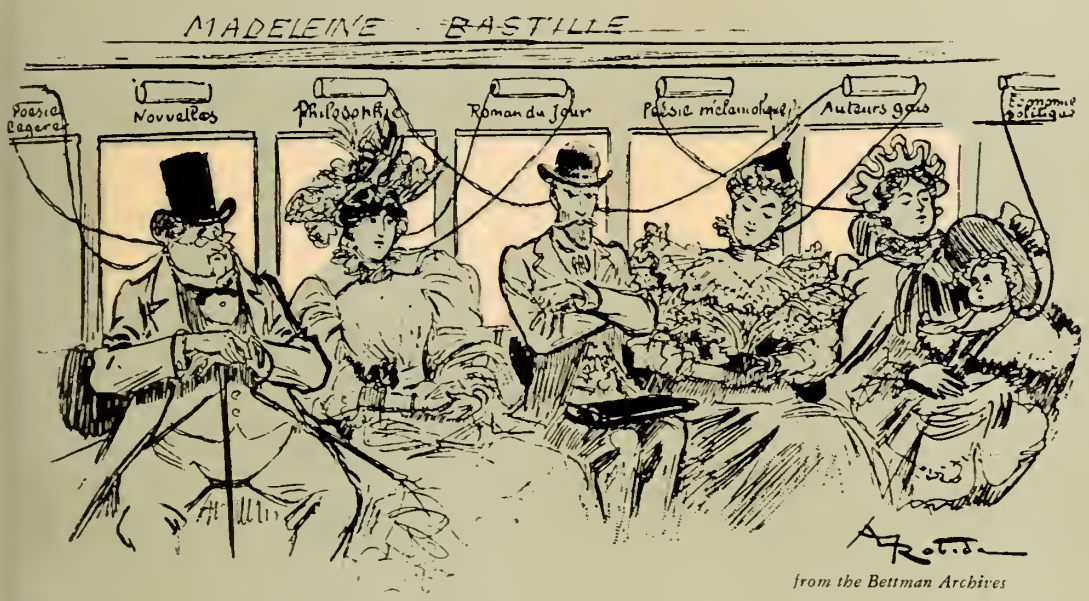
JUNE 17, 18 and 19: Bob Trout, Columbi special events reporter, and Clyde Houl son, Columbia's short wave engineer, we aboard the Atlantic Clipper on its flig across the Atlantic. Trout kept in clo touch with the United States in a series broadcasts, beginning on June 17, after t Clipper's departure (6:45–7 p.m.), f lowed with another report, (11:30–11: p.m.). He also heckled "Professor Quiz (8:30–9 p.m.). The next day Trout had conversation with William L. Shirer, on h way to the United States aboard the n *Mauretania* (10:30–10:45 a.m.), and th described the arrival on the Continent fro Lisbon, Portugal (5–5:15 p.m.). On Ju 19, Trout was heard from Marseilles, (6:4 7 p.m.), while on June 20 he spoke fro Paris, on the "Time to Shine" program, (1 10:30 p.m.).

JUNE 18, 21 and 24: William L. Shir aboard the new *Mauretania*, bounding t ward the United States, compared trips wi Trout (10:30–10:45 a.m.); interview passengers and crew members (June 1 5:15–5:30 p.m. and June 21, 5:45–6 p.m. and was interviewed himself by George P nam upon arrival here, 9:15–9:30 p.m.

JUNE 27: Bob Trout, returning to the Unit States aboard the *Nieuw Amsterdam*, int viewed the Captain during the "Time Shine" program, 10–10:30 p.m.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston 1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building, St. Louis • Hotel Alms, Cincinnati • 625 Second Avenue, South, Minneapolis • Wilder Building, Charlotte, N. C. • 817 Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London



from the Bettman Archives

This drawing was made in 1882. It predicted that music, news, drama and philosophy would be available with street-car transportation by 1952. As predictions go, this wasn't very far off. 6,250,000 automobiles in the United States, now carry music, news, drama and philosophy with them as they ride—by radio!

AUGUST, 1939

THE COLUMBIA PROGRAM BOOK

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WABC SPONSORED PROGRAMS: pp. 23 to 24

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THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

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AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosmetics
AMERICAN CIGARETTE & CIGAR COMPANY	Pall Mall Cigarettes
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
he Romance of Helen Trent *Sial drama*	Mon., Tues., Wed. 12:30–12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	295 Weeks
us by Malneck th latty Malneck's Orchestra *Mical* hi-eries ends August 24)	Thursday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 52 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	9 Weeks
ie Iuman Side of the News, Evin C. Hill *Ns*	Mon. thru Fri. 6:05–6:15 p.m. *Rebroadcast* *11:05–11:15 p.m.* 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	52 Weeks
ou Hit Parade ar Warnow's Orchestra, ini Ross, Raymond Scott's hir-t, Kay Lorraine and the er Macs *Pular music and vocalists*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 97 CBS stations ORIGINATES: WABC	Lord & Thomas	170 Weeks
ar al, Sunday *Sial drama* ee 50 KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45–1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	131 Weeks
ced Husband th elen Menken, presented th Famous Actors' Guild *Sial drama*	Tuesday 7:30–8:00 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	412 Weeks

he gures indicate the total number of weeks ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
BOWEY'S, INC.	Dari-Rich Products
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Franco-American Spagh
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juic
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Sh

PROGRAM	TIME	AGENCY	ON CBS *
s nd Rhythm Tld Hunter, reporter; Dave al, ovachordist and Carl erarten's Orchestra *all nd music*	Sunday 11:00–11:30 a.m. *Rebroadcast* *2:30–3:00 p.m.* 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	9 Weeks
st ighter Erbara Luddy and Trnayne *Dra at the "Little Theater ff Ines Square"*	Friday 9:30–10:00 p.m. 48 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	79 Weeks
ee he Dixons" Ebara Weeks and hai Widmark *Domstic Serial*	Mon. thru Fri. 9:15–9:30 a.m. 14 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	243 Weeks
iosn' Andy *eri comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 52 CBS stations ORIGINATES: KNX	Ward Wheelock Company	243 Weeks
joiBowes' **gi d Amateur Hour** *Amurs, with* Major Bowes *s Aster of Ceremonies*	Thursday 9:00–10:00 p.m. 78 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	178 Weeks
ga: Ask-It Basket M.Williams, MC *Quions and answers* ginng August 17)	Thursday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 60 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	181 Weeks
an: As It Seems *Dramtizations of unusual facts* ginng August 17)	Thursday 8:30–9:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* 52 CBS stations ORIGINATES: WABC		

e fres indicate the total number of weeks w h the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Concentrated Super Suc
	Palmolive Soap
	Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
yrand Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m *Rebroadcast* *4:15–4:30 p.m.* 71 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	181 Weeks
illtp House arr g Bess Johnson *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 74 CBS stations ORIGINATES: WABC		
ep other *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
ret Kitty Kelly *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	228 Weeks
acl lor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyngham, Inc.	240 Weeks
inUp Time irr g Walter O'Keefe, idi Kostelanetz's Orchestra, ıy ıompson's Rhythm Singers d gest stars *Comedy and musical variety* (gi ing August 21)	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 61 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks

The ures indicate the total number of weeks n ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Jell-O Ice Cream Post Toasties La France Satina
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes
GULF OIL CORPORATION	Motor Oil and Gas

PROGRAM	TIME	AGENCY	RUN
or Summer Hour ith ames Melton, Francia White, on oorhees' Orchestra, chorus and e 'ouge Reporter" and guests *Musical variety*	Sunday 9:00–10:00 p.m. 75 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	279 Weeks
Ve, ne People ith abriel Heatter, Harry von Zell id uests *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	232 Weeks
oe . Brown ith rank Gill and Bill Demling, m ians, Paula Winslow, ar ret McCrae, vocalist and ar Sosnik's Orchestra *Comedy and musical variety*	Thursday 7:30–8:00 p.m. *Rebroadcast* *11:30–12 mid.* 69 CBS stations ORIGINATES: KNX	Benton & Bowles, Inc.	
oy Jordan, Girl Interne *Social drama*	Mon., Wed., Fri. 12:00–12:15 p.m. 40 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
in to Shine, ithlal Kemp's Orchestra id uests *Musical variety*	Tuesday 10:00–10:30 p.m. 42 CBS stations ORIGINATES: WABC	Bermingham, Castleman & Pierce, Inc.	39 Weeks
ul Musical Playhouse ith rno Rapee, Jane Froman id n Peerce *Musical*	Sunday 7:30–8:00 p.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	286 Weeks

he ures indicate the total number of weeks ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY	Kleenex
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes

PROGRAM	TIME	AGENCY	ON CBS*
or lulu Bound aring Phil Baker, "Bottle", e Andrews Sisters, and yn Murray's Orchestra *Comedy and musical variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	29 Weeks
Hopened in Hollywood ith Martha Mears, John Conte and dd Dunstedter's Orchestra *Musical variety*	Mon., Wed., Fri. 11:00–11:15 a.m. 25 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	102 Weeks
Her Honor, Nancy James b-string Barbara Weeks and ed Fever *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 40 CBS stations ORIGINATES: WABC	Lord & Thomas	109 Weeks
Burgal, Sunday *Serial drama* (see so ANACIN COMPANY)	Thurs. and Fri. 12:45–1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	398 Weeks
Guy Lombardo and His Orchestra *Popular music*	Monday 9:30–10:00 p.m. 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	295 Weeks
Grand Central Station *Dramatic sketches*	Friday 10:00–10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	109 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
LEVER BROTHERS COMPANY	Rinso
	Spry
	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NEHI CORPORATION	Royal Crown Cola
PARAMOUNT PICTURES, INC.	Paramount Pictures

PROGRAM	TIME	AGENCY	ON CBS*
ig ister tl Alice Frost and Martin Gabel *Sial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 67 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	151 Weeks
ıı Jenny's Real Life Stories *Dmatic sketches*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* 61 CBS stations 26 CBC stations ORIGINATES: WABC		
Th Life and Love of Dr. Susan *Sial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* 63 CBS stations ORIGINATES: WABC	J. Walter Thompson Co.	
Pa Whiteman and His Orchestra, with Joan Edwards, la Dennis, and The Modernaires *Musical variety*	Wednesday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 92 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	342 Weeks
Bel ve It or Not Ripley *Musical variety*	Friday 10:30–11:00 p.m. 75 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	19 Weeks
Fo l's Premiere of Ot Leading Citizen," aring Bob Burns	Mon., August 7 only 10:00–10:30 p.m. 43 CBS stations ORIGINATES: VAN BUREN, ARKANSAS	Buchanan & Co.	91 Weeks

**Th figures indicate the total number of weeks in hich the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol

PROGRAM	TIME	AGENCY	ON CBS *
oc arclay's Daughters *Sc l drama*	Mon. thru Fri. 2:00–2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	91 Weeks
atr day Night Serenade lar Eastman, soprano; Bill Perry, no and Gustav Haenschen's ch tra and Chorus *M ical*	Saturday 9:45–10:15 p.m. 52 CBS stations ORIGINATES: WABC	Gardner Advertising Company	300 Weeks
lar Lee Taylor om economist *H sehold advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 60 CBS stations ORIGINATES: KMOX		
ohly Presents hr Green's Orchestra, Drama-zed Perfect Crime," Floyd Sher-an oger Kinney, Genevieve Rowe, Bev ly", Glenn Cross, Ray Bloch's wi 14 *sical variety and dramatic interludes*	Friday 8:30–9:00 p.m. *Rebroadcast* *11:30–12:00 p.m.* 55 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	151 Weeks
ni erbocker Playhouse, ith Iliott Lewis and Guest Stars *Dma*	Wed., August 2 and 9 only 9:00–9:30 p.m. 57 CBS stations ORIGINATES: WBBM	H. W. Kastor & Sons	244 Weeks
he oldbergs *S al drama*	Mon. thru Fri. 1:00–1:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	

Thigures indicate the total number of weeks in hich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE COMPANY *Continued*	Ivory
	Chipso
	Crisco
	Chipso
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking bac

PROGRAM	TIME	AGENCY	ON TRI*
ifeCan Be Beautiful *S al drama*	Mon. thru Fri. 1:15–1:30 p.m. 35 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	244 Weeks
loa of Life *S al drama*	1:30–1:45 p.m. 23 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
hiDay Is Ours *S al drama*	1:45–2:00 p.m. 37 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
lanattan Mother *S al drama*	Mon. thru Fri. 9:30–9:45 a.m. 12 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Vh a Girl Marries *S al drama*	Mon. thru Fri. 12:15–12:30 p.m. 49 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	10 Weeks
Kal nborn From Europe *ws Analysis*	Sun. and Tues. 10:30–10:45 p.m. 35 CBS stations ORIGINATES: LONDON	Leo Burnett Company, Inc.	14 Weeks
Bl ndie" ith Penny Singleton and rtl r Lake *I nestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 86 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	318 Weeks
ol Crosby's Orchestra ith ohnny Mercer, singer nd he Bobcats *I sical variety*	Tuesday 9:30–10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR		

**Th figures indicate the total number of weeks in hich the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PROG
SEALTEST, INC.	Sealtest System of Labor [illegible] Control of Milk and Ice C[illegible]
UNITED STATES RUBBER COMPANY	Tires and Rubber Produ[illegible]
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
JOHN H. WOODBURY, INC.	Woodbury's Powder, Soap and Cream
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint G[illegible] Wrigley's Spearmint Gu[illegible]
WYETH CHEMICAL COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
ou Family and Mine *Sial drama*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	14 Weeks
ay ond Paige, **9 Men and a Girl** ith uest Vocalists *Mical* Thi eries ends August 18)	Friday 9:00–9:30 p.m. 82 CBS stations ORIGINATES: WABC	Campbell-Ewald Company of New York, Inc.	52 Weeks
lod Minstrels ithom Howard and George hel n, the Eton Boys and ay loch's Orchestra *Cedy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	218 Weeks
Th Parker Family", arr g Leon Janney *Destic comedy*	Friday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 34 CBS stations ORIGINATES: WABC	Lennen & Mitchell, Inc.	129 Weeks
Ga way to Hollywood Summer **he er"—"Career"** arr g Alice Eden and John Archer *Sial Drama*	Sunday 6:30–7:00 p.m. 62 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	275 Weeks
cat rgood Baines *Sial drama*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *5:00–5:15 p.m.* 66 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	
he omance of Helen Trent *Sial drama* See so AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	220 Weeks

**Th igures indicate the total number of weeks in hich the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

	CLIENT	PROGRAM
COLUMBIA PACIFIC NETWORK	BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
	S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods
	SOFENZ SALES CORPORATION	Sofenz Face Cream
	STEPHANO BROTHERS	"Marvels" Cigarettes
COLUMBIA CALIFORNIA NETWORK	EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
	RIO GRANDE OIL, INC.	Petroleum Products
	WILSHIRE OIL COMPANY, INC.	Polly Gas
COLUMBIA DIXIE NETWORK	COLGATE-PALMOLIVE-PEET CO.	Octagon Products

PROGRAM	TIME	AGENCY	ON CBS*
ew Views and Sport **ews by Hughes** *Sports news*	Sun., Mon., Wed. and Friday 8:30–8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	44 Weeks
Wait a Divorce *Dramatic sketches*	Friday 8:00–8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	42 Weeks
lollywood Highlights ith am Hayes *Cinema gossip*	Tuesday 11:30–11:45 a.m. PST ORIGINATES: KNX	Richard F. Connor	11 Weeks
Sports Pop-Offs" ithom Breneman *Sports news*	Tues., Thurs., Sun. 9:30–9:45 p.m. PST ORIGINATES: KSFO	The Aitkin-Kynett Co.	1 Week
uc l Ballot Box ith am Hayes *The people vote*	Monday 7:15–7:30 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	89 Weeks
alling All Cars *Police file dramatizations*	Monday 9:00–9:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell, Inc.	296 Weeks
Pull Over, Neighbor" ith rt Shank *Questions and Answers*	Thursday, Aug. 3 & 10 Tuesday, beginning August 15 8:00–8:30 p.m. PST ORIGINATES: KNX	Dan B. Miner Co.	4 Weeks
Woman of Courage" *Social drama*	Mon. thru Fri. 10:45–11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	3 Weeks

he ures indicate the total number of weeks ch the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL MILLS, INC. PROCTER & GAMBLE COMPANY SOCONY-VACUUM OIL COMPANY	Wheaties Ivory Mobiloil and Mobilgas
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
GORDON BAKING COMPANY	Silvercup Bread
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
PACKERS TAR SOAP, INC.	Packers Tar Soap Packers Scalptone
SUFFOLK COUNTY	Publicity for the County

PROGRAM	TIME	AGENCY	OF WABC*
ll bme games of New York anbes and New York Giants *Pl-by-play description by rch McDonald*	Mon. thru Fri. Approx. 3:10–5:15 p.m. Sat. Approx. 2:25–4:30 p.m.	Knox-Reeves, Inc. Compton Advertising, Inc. J. Stirling Getchell	15 Weeks
ew Program	Mon. thru Sat. 6:00–6:05 p.m.	Kenyon & Eckhardt, Inc.	26 Weeks
po Review	Mon., Wed., Fri. 6:15–6:30 p.m.	Russell M. Seeds Company	17 Weeks
im Signals	Mon. thru Sun. 10 Times daily	The Biow Company	517 Weeks
ccding to Hoyt *Bball previews with Waite Hoyt*	Mon. thru Fri. 3:00–3:10 p.m. Saturday 2:15–2:25 p.m.	N. W. Ayer & Son, Inc.	15 Weeks
he lorning Almanac, atting Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow, Inc.	29 Weeks
ar Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	35 Weeks
acers Sports Review	Tues., Thurs., Sat. 6:15–6:30 p.m.	Stack-Goble Agency	23 Weeks
Th Romance of uffllk County"	Friday 8:15–8:30 p.m.	No Agency	2 Weeks

Th gures indicate the total number of weeks in ich the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

The programs "By Columbia" for August are planned within a triple frame of *Interest*, *Timeliness*, and *Balance*. This insures a program schedule as alive and varied as the world it portrays; as flexible as the interests of the millions who listen. Because of this flexibility, so intrinsic to radio, smaller details of the schedule given here are subject to change. These day-to-day changes are usually reported in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. DRAMATIC SERIES . . . . . *Page 26*
2. PUBLIC AFFAIRS . . . . . *Page 27*
3. SPECIAL EVENTS . . . . . *Page 29*
4. EDUCATIONAL PROGRAMS . . . . *Page 31*
5. SERIOUS MUSIC . . . . . *Page 35*
6. RELIGIOUS BROADCASTS . . . . *Page 39*
7. CHILDREN'S PROGRAMS . . . . . *Page 40*
8. VARIETY . . . . . *Page 41*
9. PERSONALITIES . . . . . *Page 42*
10. LIGHT MUSIC . . . . . *Page 44*

ADDENDA: JULY PROGRAMS . . . . . *Page 45*

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
Norman Corwin's "So This Is Radio" 10:00–10.30 p.m. EACH MONDAY	Columbia presents an exciting new series of programs devoted to the growth of radio from an unknown science to an integral part of the life of each and every American. Written by Norman Corwin, "So This Is Radio" sprang from a verse-brochure he had composed for the Columbia Workshop, which met with instant success. This new series, calculated to take the audience deep behind the scenes in radio's development, dramatizes in narrative prose the thrills and excitement which have occurred in the two short decades of radio's existence and which continue through each day of radio's career as "America's *First* Activity."
Columbia Workshop Festival 10:00–10:30 p.m. EACH THURSDAY	The Columbia Workshop continues its third anniversary Festival with three revivals of past successes and a new and original radio comedy by Dorothy Parker. The public is being admitted to these productions for the first time, whether broadcast from New York or Hollywood. The August schedule: AUGUST 3: "The Ghost of Benjamin Sweet," by Pauline Gibson; directed by Earle McGill. AUGUST 10: "A Drink of Water," adapted by Max Wylie from the short story by Wilbur Daniel Steele; directed by Martin Gosch. AUGUST 17: "Meridian 7-1212," written and directed by Irving Reis; from Hollywood. AUGUST 24: "Apartment to Let," an original comedy by Dorothy Parker.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES *Continued*	**The Adventures of Ellery Queen** 8:00–9:00 p.m. EACH SUNDAY	A new series in which the adventures o Mr. Queen and his assistant, Nikki, are dramatized before a jury of four prominent "armcha detectives," who give their opinions on who's guilty before the true solution is enacted. George Zachary is director and producer
	Buffalo Summer Theatre 3:30–4:00 p.m. EACH FRIDAY	The Buffalo Summer Theatre returns t the air with another program of summer stock. acted by Buffalo's leading players.
	Ray Collins in "County Seat" 7:30–8:00 p.m. EACH SATURDAY	Ray Collins, one of radio's foremost actors, stars in this dramatic series as "Doc" Ha ett small town druggist. The story of "County Seat" is written by Milton Geiger.
PUBLIC AFFAIRS	**Mrs. Carmel Snow** 10:30–10:45 p.m. WEDNESDAY, AUGUST 9	In this special broadcast from Paris Mrs. Snow, editor of "Harper's Bazaar", tells the women of America what they'll be wearing this winter.
	Stanley Baldwin 10:30–11:00 p.m. WEDNESDAY, AUGUST 16	The Right Honorable The Earl Baldwin of Bewdley, former Prime Minister of Great Britain, speaks on "Democracy at Work before the Congress on Education for Democracy, held at the Waldorf-Astoria.
	Clark M. Eichelberger 10:30–10:45 p.m. WEDNESDAY, AUGUST 23	Mr. Eichelberger, director of the League of Nations Association, speaks on international affairs from Geneva, Switzerland.
	American Viewpoints 10:30–10:45 p.m. WEDNESDAY AND THURSDAY	The opinions of famed Americans on all political and economic topics of the day are carried in this series of talks.

PROGRAM AND TIME	DESCRIPTION
"Women in the World of Tomorrow" 12:15–12:30 p.m. EACH SATURDAY	This new series, presented under the auspices of CBS and the Women's National Radio Committee, features outstanding women in all fields. The schedule for August: AUGUST 5: "American Home of Tomorrow." AUGUST 12: "Women and the Art World of Tomorrow." Miss Bianca Todd is guest speaker. AUGUST 19: "Women and International Relations Tomorrow." AUGUST 26: "Working Democracy in the World of Tomorrow."
"This Week In Washington" SATURDAY, 6:30–6:45 p.m.	Albert Warner, new CBS correspondent in Washington, reviews the important developments in the political scene there.
The World Today 5:00–5:30 p.m. EACH SUNDAY	CBS representatives—Edward Murrow in London, William L. Shirer in Central Europe, Thomas Grandin in Paris and Albert Warner in Washington—report the latest news developments in "The World Today."
"Bull Session" 2:00–2:30 p.m. EACH SATURDAY	Students from a group of mid-western universities hold informal and impromptu discussions on important topics, from Chicago. AUGUST 5: De Paul University: "What Do You Mean: Americans?" AUGUST 12: Chicago University: "The Family." AUGUST 19: Northwestern University: "What Part of College Educates?" AUGUST 26: De Paul University: "Youth Looks at Business Ethics."

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
30th Anniversary Army Air Corps 3:30–4:00 p.m. WEDNESDAY, AUGUST 2	The thirtieth anniversary of the formati of the U. S. Army Air Corps is celebrat at Wright Field, Dayton, Ohio. Columbia cer the event, with speeches by corps lead s, description of the maneuvers, and a tw way conversation between the field station ar on of the gigantic "flying fortresses."
Saratoga Races 4:30–5:00 p.m. SATURDAY, AUGUST 5, 12, 19 & 26 MONDAY, AUGUST 14 WEDNESDAY, AUGUST 23	Bryan Field spends a month in beautiful ara toga Springs, where he covers the many i portant stakes and handicaps for Colu ia' sports audience. The schedule for Aug in cludes: AUGUST 5: Saratoga Handicap and rev v of the United States Hotel Stakes. AUGUST 12: The Champlain Handicap al re view of the Saratoga Special. AUGUST 14: The Alabama Stakes. AUGUST 19: The Travers and review th Spinaway. AUGUST 23: The Whitney Stakes. AUGUST 26: The Merchants and Citizens l ndi cap and review of the Grand Union lotel Stakes.
All American Soap Box Derby 6:00–6:30 p.m. SUNDAY, AUGUST 13	Ted Husing, coverer of more sophist ated events, rolls up his pants and joins th kid during the annual All American Soa Bo Derby, held at Akron Airport, Ohio. l sing describes the race and the presentation f th trophy to the winner.

PROGRAM AND TIME	DESCRIPTION
National Doubles Tennis Championship 6:15–6:30 p.m. AUGUST 14 THRU 18 2:00–4:30 p.m. 5:00–5:30 p.m. SATURDAY, AUGUST 19	Ted Husing and Jimmy Dolan go up to the Longwood Cricket Club, Brookline, Massachusetts, to report a daily summary of the men's and women's doubles championship, with a play-by-play description of the finals. Alice Marble and Sarah Palfrey Fabyan are defending their title, while Gene Mako, without Don Budge, tries to keep his half-crown.
War Games VARIOUS HOURS AUGUST 14 THRU 25	War in the United States is covered in complete detail by Columbia's special events staff, headed by Bob Trout, which goes first to Virginia then up to New York State for the mass war games. The sham battle, with the largest peace-time concentration of regular Army and National Guard troops, begins at Manassas, Va., then moves to Saranac, N. Y., headquarters for the "Blues," and Plattsburg, where the "Blacks" are quartered. Major General James A. Woodruff commands the "Blues," who are outnumbered 3 to 1 by the attacking "Blacks," led by Major General Morris B. Payne and Major General William N. Haskell.
Davis Cup Interzone Finals 6:15–6:30 p.m. MONDAY, AUGUST 24 TUESDAY, AUGUST 25 2:00–4:30 p.m. 5:00–5:30 p.m. SATURDAY, AUGUST 26	The interzone finals of the Davis Cup tennis are held at Merion Cricket Club, Merion, Pennsylvania, where, it is expected, Yugoslavia and Australia will fight it out for the privilege of meeting the United States in the finals next month. Ted Husing, assisted by Jimmy Dolan, is on hand for Columbia, with summaries and play-by-play description of the matches.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Program and Time	Description
The Human Adventure 8:00–9:00 p.m. EACH TUESDAY	In this new CBS series the substance of c ent but hitherto obscure scholarly resear i American universities is brought to the di audience in vivid, dramatic form. Th o r gram was conceived by William Benton ice president of the University of Chicago, a th material which is presented each week w fe reted out, assembled, and correlated by taff of the university's faculty members. "Th Hu man Adventure" covers such a wide ra e of topics as how to prevent war; the st o eleven black rats, so important to h nan progress that a scientist shipped them t this country for safe keeping from the thr o war; and a description of the recent les ing in grade crossing accidents through ap ic tion of science to a practical problem of h nan safety. Brewster Morgan directs.
Men Behind the Stars 5:45–6:00 p.m. EACH FRIDAY	The lives and discoveries of astron ers throughout the ages are dramatized i this series, presented by Prof. William H. B ton. Jr., of the Hayden Planetarium, and ans Christian Adamson of the American M um. The schedule for August: AUGUST 4: "The Swan" AUGUST 11: "The Dolphin" AUGUST 18: "The Eagle" AUGUST 25: "The Water Bearer"

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	The programs on this page are presentations of the Department of Education. arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S. J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Americans at Work 7:00–7:30 p.m. EACH SATURDAY	Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and workshops throughout the land. The August schedule: AUGUST 5: Newsreel Cameraman AUGUST 12: Baseball Player AUGUST 19: Shoemaker AUGUST 26: Illuminating Engineer
The People's Platform 7:30–8:00 p.m. EACH WEDNESDAY	Columbia presents a novel series in which four typical citizens, chosen from every walk of life, are the guests of Lyman Bryson at dinner, during which solutions to current problems are sought through an exchange of ideas. AUGUST 2: "Should We Have a State Theatre?" Lillian Hellman is a guest. AUGUST 9: "What Does Youth Owe America?"

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPTION
What Price America? 1:30–2:00 p.m. EACH SATURDAY	The story of the natural resources of Aer—their original abundance, gradual de eti and present efforts at conservation— tol through dramatizations presented by BS cooperation with the U. S. Dept. of I rior The August schedule: AUGUST 5: Silver. AUGUST 12: Coal. AUGUST 19: Fish. AUGUST 26: National Inventory of Co erv tion Accomplishments.
Highways to Health 5:30–5:45 p.m. TUESDAY, AUGUST 1 11:00–11:15 a.m. EACH SATURDAY BEGINNING AUGUST 12	The New York Academy of Medicine ang these medical talks for the layman. D la Galdston, executive secretary of the Mdic Information Bureau, is in charge. AUGUST 1: Dr. Katherine Dodge, physi an charge of children's cardiac clinic of ell vue Hospital: "The Effect of Heart Dis se o Children." AUGUST 12: Dr. R. H. Rulison, dermat gis New York Eye and Ear Infirmary: "D ger from Over-Exposure to Sunshine." AUGUST 19: Dr. Richard Townley Pat su geon, Manhattan Eye and Throat Hoita "The Care of Children's Eyes." AUGUST 26: Dr. Carl H. Smith, assistant ofe sor of clinical pediatrics, Cornell Uni rsit Medical College: "The Child That Won Eat.

PROGRAM AND TIME	DESCRIPTION
Democracy in Action 2:00–2:30 p.m. EACH SUNDAY	This is a new series of 26 programs designed to show the people of the United States how their government operates. The series is presented by CBS in cooperation with the U. S. Office of Education.
Adventures in Science 5:45–6:00 p.m. EACH MONDAY	Watson Davis interviews prominent scientists on these programs presented in cooperation with Science Service, Inc. AUGUST 7: Mr. Homer N. Calver, secretary, board of directors of the American Museum of Health, describes interesting exhibits in the Medicine and Public Health Building at the World's Fair. AUGUST 14: Dr. Henry B. Allen, director and secretary of the historic Franklin Institute in Philadelphia, conducts a radio tour of the Institute. AUGUST 21: Dr. Philip Fox describes exhibits in Chicago's Museum of Science and Industry, of which he is director.
Of Men and Books 5:15–5:30 p.m. EACH WEDNESDAY	Representative T. V. Smith (D) of Illinois continues to review current books, first as critic and philosophy professor, then as statesman, in this unusual series. AUGUST 2: "Melville in the South Seas," by Charles Roberts Anderson. AUGUST 9: "Federal Administrators," by A. W. MacMahon; "Fighting Years," by O. G. Villard. AUGUST 16: "The New Democracy and the New Despotism," by Charles Merriam. AUGUST 23: "Collected Poems," Robert Frost.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Columbia Broadcasting Symphony 3:00–4:00 p.m. EACH SUNDAY	Howard Barlow, brilliant director of the Columbia Broadcasting Symphony, this month continues his fourth season of Sunday afternoon concerts on CBS. On Sunday, August 6 he directs a program consisting of Sir Edward Elgar's Overture to "Froissart"; Martini's "Haffner Symphony" and "Tapiola," by Jean Sibelius, great Finnish composer. The orchestra pursues its policy of mingling contemporary novelties with masterworks of all periods.
Philharmonic Symphony Stadium Concerts 9:30–10:30 p.m. EACH WEDNESDAY, THRU AUGUST 16	The famed summer concerts of the New York Philharmonic Symphony Orchestra, in Lewisohn Stadium, are again carried by Columbia. On August 2, Fritz Reiner directs the orchestra in an all-Beethoven program, with Ezra Rachlin, noted pianist, as guest soloist, and on August 9 Reiner conducts Beethoven's great Fifth Symphony.
Story of the Song 3:30–4:00 p.m. EACH TUESDAY	Columbia presents outstanding concert singers in selections of great music of the world composers. The program for August is devoted to an international cycle, with works of Grieg and Sibelius on August 1 and songs by Antonin Dvorak the following week. Artists include Genevieve Rowe, soprano; Ruth Carhart, contralto; William Hain, tenor, and Herbert Hendrie, baritone.

PROGRAM AND TIME	DESCRIPTION
Serenade for Strings 8:30–9:00 p.m. THURSDAY, AUGUST 3 AND 10	In association with the Canadian Broadcasting Corporation Columbia presents "Serenade for Strings," an international exchange program, originating in Montreal. A large string symphony orchestra, under the direction of Jean Deslauriers is a permanent feature, with prominent guest soloists. This month Germaine Bruyere appears on the program August 3, with Mary Friedman as guest artist the week following.
Dorian String Quartet 11:00–11:30 a.m. EACH SATURDAY	The Dorian String Quartet, consisting of Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello, are featured in a new Columbia Saturday morning series. The Quartet, with Mr. Cores doing the research, are convinced that little-known American chamber music has much in it of great value, and their selections on this program range from middle nineteenth century works to that of modern American composers.
Columbia's Concert Hall 11:30–12:00 noon EACH SATURDAY	Rounding out a full hour of fine music each Saturday, Columbia's Concert Hall presents a group of vocal and instrumental artists in association with the Columbia Concerts Corporation. Guests who appear on this program in August include Muriel Kerr, pianist, on August 5, followed weekly by Enya Gonzalez, soprano, Edwina Eustis, mezzo-soprano, and Arnold Behnick, violinist.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

PROGRAM AND TIME	DESCRIPTION
Grant Park Concerts 10:30–11:00 p.m. EACH MONDAY 10:00–10:30 p.m. WEDNESDAY, AUGUST 23 AND 30	The famous Grant Park outdoor conce s a broadcast from Chicago over Columbi. n work for the fifth consecutive season. T co certs, under the auspices of the Chicag Par Board and Chicago Federation of Mus ia are presented each Monday, and beg ni August 23 each Wednesday. The Mda schedule: AUGUST 7 AND 14: Chicago Symphony Che tra. AUGUST 21: Cavallo's Symphonic Banc AUGUST 28: A. F. Thaviu and his band. On Wednesday, August 23, Walter S nd and his orchestra appear, and the nex w brings the Woman's Symphony Orches , rected by Rudolph Ganz.
Walberg Brown Strings 1:30–2:00 p.m. EACH SUNDAY	A string ensemble, under the direction Wa berg Brown, musical director of Colu bia Cleveland station, WGAR, plays cl sica favorites in this Sunday series.
"Goin' South" 2:30–3:00 p.m. EACH SUNDAY	Clyde Barrie, Negro baritone, the Deep liv Boys quartet, and Charles Paul, organi pr sent a program of Negro songs and spi ua
Pop Concert 5:00–5:30 p.m. EACH MONDAY	Howard Barlow directs the Columbia trin Orchestra this month in a new series ote to shorter symphonic works.

SERIOUS MUSIC

Program and Time	Description
Exploring Music 5:00–5:30 p.m. EACH TUESDAY	Bernard Herrmann conducts the Columbia String Orchestra each Tuesday afternoon in programs featuring the lesser-known shorter classical works.
From the Organ Loft 9:00–9:25 a.m. EACH SUNDAY	Julius Mattfeld, outstanding concert organist and director of the CBS Music Library, is soloist on these programs of organ music. He promises to have played every known organ composition of a shorter nature before he concludes this present series.
United States Army and Marine Bands THURSDAY, FRIDAY, 3–3:30 p.m.	Band music is played each Thursday and Friday on Columbia in half-hour programs by the United States Army and Marine Bands.
World's Fair Choral Program 5:30–6:00 p.m. EACH SUNDAY 5:45–6:00 p.m. SUNDAY, AUGUST 6	Each week the finest choral groups in the world visit the Temple of Religion at the New York World's Fair, and present selections of their outstanding songs. Columbia, in cooperation with the Fair brings to the nation these weekly programs.
Clyde Barrie – Leon Goldman Ensemble 3:30–4:00 p.m. EACH THURSDAY	Clyde Barrie, gifted young Negro baritone, is accompanied by the Leon Goldman ensemble in this new series of songs of concert and opera, fitted for his rich voice.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* is presenting 8 consecutive year of Sunday morning and fi noon broadcasts. Services are conduct. b representatives of the major faiths. AUGUST 6: *Morning*—Rev. Lester W. Bu pu Ph.D., executive secretary, Pittsburgh I ti Association, Pittsburgh. *Afternoon*—Rabbi Aaron L. Weinstein, T ph Israel of Jamaica, New York. AUGUST 13: *Morning*—Rev. E. Shurley sh son, Central Methodist Church, Detroit, ic *Afternoon*—Rev. Peter B. Duffee, O.F.M., ra ciscan Monastery, New York. AUGUST 20: *Morning*—Rev. Harry B. T lo associate minister, Brick Presbyterian C rch New York. *Afternoon*—Mr. Alexis Darusmont. I me First Reader, Christian Science Churcl Cin cinnati, Ohio. AUGUST 27: *Morning*—Rev. Armin Orge Weng, Ph.D., president, Illinois Synod the United Lutheran Church, Chicago, Illin s. *Afternoon*—Rev. William F. Sheedy, Or St. Augustine, Philadelphia, Pennsylvan.
National Conference of Catholic Charities 5:30–5:45 p.m. SUNDAY, AUGUST 6	The National Conference of Catholic Ch. ties held at Denver, Colorado, features an a lres by the Most Reverend John Joseph Mitty D.D. Archbishop of San Francisco.

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS BROADCASTS	**Wings Over Jordan** 10:30–11:00 a.m. EACH SUNDAY	This program of spirituals and religious talks is presented by a Negro choir of 35 voices from Cleveland and by outstanding Negro leaders and educators. AUGUST 6: Dr. F. D. Bluford, president, Agricultural and Technical College of North Carolina, Greensboro, N. C. AUGUST 13: Dr. F. G. Clark, president, Southern University, Scotlandville, La. AUGUST 20: Rev. Damon P. Young, pastor, Mount Zion Methodist Episcopal Church, Cincinnati, Ohio. AUGUST 27: Dr. E. C. Smith, pastor, Metropolitan Baptist Church, Washington, D. C.
CHILDREN'S PROGRAMS	**"March of Games"** 5:45–6:00 p.m. TUESDAY AND THURSDAY	Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross is schoolboy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program.
	"Let's Pretend" 12:30–1:00 p.m. EACH SATURDAY	The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors. These dramas have been a Columbia children's feature for nine years. The program has already been awarded four prizes this year.

CBS SUSTAINING PROGRAMS

VARIETY

PROGRAM AND TIME	DESCRIPTION
"Let's Go to the Fair" 10:00–10:30 p.m. EACH SUNDAY	Light music, tap-dancing, descriptions of unusual concessions, and dialogues from the New York World's Fair are brought to Columbia listeners on this novel variety program, emceed by John S. Young, radio director of the fair. Each broadcast will feature a "remote" from one of the more exciting corners of the exposition. The orchestra is Joseph Littau and the Tritons.
"Court of Reflections" 10:15–10:45 p.m. EACH SATURDAY	Famous legends of the old West in musical-dramatic form are broadcast on the Columbia network from the Golden Gate International Exposition on Treasure Island, San Francisco.
Columbia's Gay Nineties Revue 6:00–6:30 p.m. EACH SUNDAY	Garbed in costumes of the gay nineties, leading Columbia entertainers present a variety show of music and comedy, typical of the song and story of four decades ago. The program features Joe Howard, veteran song writer and emcee, soprano Genevieve Rowe, comedienne Beatrice Kay, and Latimer and Costello, a Weber-and-Fieldsian comedy team. Ray Bloch is the director and Al Rinker the producer of the show.
"Under Western Skies" 8:00–8:30 p.m. EACH FRIDAY	Johnny Mack Brown of the movies heads the cast of this new variety musical, which features a musical and dramatic program with Leta Gayle, singer, and the versatile Texas Rangers, vocal and instrumental group.

PROGRAM AND TIME	DESCRIPTION
"Columbia's Country Journal" 5:00–5:30 p.m. EACH SUNDAY	Charley Stookey, former Illinois farmer and veteran farm broadcaster, interviews farmers and their wives about crops, farm legislation, home life, and modern scientific farming. Columbia sets up its microphones in the heart of the wheat country, in the dairy farming states, in the tobacco and cotton area, and in the corn and hog farm districts.
"Uncle Jonathan" 6:30–6:45 p.m. MONDAY, WEDNESDAY AND FRIDAY	"Uncle Jonathan," editor and publisher of the Bottsville Bugle, world's only cellophane newspaper (so you can see through it), is brought to CBS listeners specially from BBNF, key station of the mythical Alfalfy Network.
"Armchair Adventures" 10:45–11:00 p.m. SUNDAY, TUESDAY, WEDNESDAY, THURSDAY, AND SATURDAY	Frank Graham plays all the parts in these dramatizations of unusual stories, running the gamut of humor, pathos, and tragedy. The programs originate in KNX, Hollywood.
"So . . . You Think You Know Music"—Ted Cott 4:00–4:30 p.m. EACH SUNDAY	Four studio volunteers participate in a musical quiz, conducted by emcee Ted Cott and judged by Francis Macaluso. The quiz is conducted at CBS Radio Theatre 1, just off Times Square.
Michael Loring 7:15–7:30 p.m. MON. & WED. FRIDAY, 7:30–7:45 p.m.	Michael Loring, featured film player and musical comedy singer, is heard three times a week in a program of current song hits, Negro chants, and Irish ballads.
"That's What I Said—" Ted Husing 7:15–7:30 p.m. EACH TUESDAY	Ted Husing begins a new series of fresh up-to-the-minute sports news in a weekly fanning bee with Jimmy Dolan and a guest. Bill Corum, "Journal-American" sports columnist, is the first guest.

CBS SUSTAINING PROGRAMS

PERSONALITIES
Continued

PROGRAM AND TIME	DESCRIPTION
Judith Arlen's Penthouse Blues 6:45–7:00 p.m. MONDAY THRU FRIDAY	Judith Arlen, rising young Columbia ra sings a program of popular songs in n unusually "blue" manner, from her pe ho studio, high over Madison Avenue.
"The Alibi Club" 7:00–7:30 p.m. EACH SUNDAY	Emcee Don Ross and femmemcee Gw M Leary ask guests their alibies to nove sit tions. The man and woman winning v for grand prize. Earle McGill directs and : pr gram features Ray Block's orchestra.
Man About Hollywood—George McCall 9:00–9:30 p.m. EACH MONDAY	Interviews with Hollywood's stars eac we are the feature of this new series of ne a stories about the film capital, starring eor McCall, Hollywood reporter.
Richard Maxwell 9:00–9:15 a.m. MONDAY THRU SATURDAY	Richard Maxwell presents six progrns hymns, inspirational songs and homely hil ophy each week.
Professor Quiz 8:30–9:00 p.m. EACH SATURDAY	Professor Quiz continues to officiate it famous and popular question-and-ansr pr gram.
Outdoors with Bob Edge 7:45–8:00 p.m. EACH FRIDAY	Bob Edge, popular young sportsman, i ear in this series of informal talks dedic ed t hunting and fishing enthusiasts.
Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Family includes the alto Brothers (Kelly, Jack and Pete); N hola Cosentino, tenor; Charles Magante, acc di ist; Sam Herman, xylophonist, and Val Mayo's Orchestra.

PROGRAM AND TIME	DESCRIPTION
Orrin Tucker's Teatimers 8:00–8:30 p.m. EACH SATURDAY	A new musical personality is featured in a Columbia series from Hollywood station KNX. Orrin Tucker, youthful maestro and his orchestra and vocalists join in a gay half-hour's frolic.
CBS Vocalists Various hours MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Clyde Barrie, Ruth Carhart, Buddy Clark, Audrey Marsh, Doris Rhodes, Genevieve Rowe, Jack Shannon, Barry Wood
Deep River Boys, **Eton Boys,** **Four Clubmen** Various hours	These harmony groups are featured on the Columbia Network throughout the week. Each has a distinctive vocal style, and all continue to be network favorites.
Dance Orchestras Various hours MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia's listeners each evening. These top ranking bands are scheduled for August: Count Basie, Ben Bernie, Cab Calloway, Del Courtney, Shep Fields, Jan Garber, Harry James, Jack Jenney, Henry King, Enoch Light, Carlos Molina, Harry Owens, Ted Weems, Sterling Young

ADDENDA: JULY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of July programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOX.

PUBLIC AFFAIRS

JULY 1: Paul Muni recited a dramatic monologue, "An American Father to His Son," written specially by Merrill Dennison, Columbia writer, for the program, sponsored by the Council Against Intolerance in America, 8–8:15 p.m.

JULY 9: Representative John M. Vorys (R) of Ohio discussed "Neutrality" and the President's new bill in a Columbia broadcast from Washington, 10:45–11 p.m.

JULY 11: Stephen T. Early, White House press secretary, spoke of "Radio and Its Relationship to Government" over the Columbia network from Atlantic City, 11:45 a.m.–12:15 p.m.

JULY 12: Will Hays broadcast from Los Angeles on "The Mirror of America," 10:30–10:45 p.m.

JULY 13: Senator Joseph F. Guffey (D) of Pennsylvania presented "A Political Preview of 1940" over the Columbia network from Washington, 10:45–11 p.m.

JULY 15: Edward R. Murrow, CBS European director, interviewed members of Great Britain's new conscript army from Aldershot, famous British army training camp; also discussed life at Aldershot barracks with several British officers, 10:30–10:45 a.m.

JULY 19: Representative Samuel Dickstein (D) of New York discussed the present state of immigration in an address from Washington, 10:30–10:45 p.m.

JULY 21: Governor Arthur H. James (R) of Pennsylvania replied to Senator Guffey's "Preview of 1940" from the Executive Mansion in Harrisburg, 6:30–6:45 p.m.

JULY 26: Representative J. William Ditter (R) of Pennsylvania, member of the House Appropriations Committee, spoke on the President's "Lending-Spending Program" from Washington, 10:30–10:45 p.m.

JULY 27: Charles Fahy, general counsel for the National Labor Relations Board, was heard from Washington, 10:30–10:45 p.m.

SPECIAL EVENTS

JULY 12: The famous flying Hutchinson family recounted experiences in their recent Western Hemisphere flight in a Columbia broadcast from Washington. Lieutenant

olonel and Mrs. Hutchinson and their two ıughters described their visits to twenty-:o chief executives in Canada, the West ıdies, Central America, and South Amer-a, 5:45–6 p.m.

'LY 12, 13, 14, and 15: CBS listeners heard ɛclusive broadcasts by Ted Husing of the rofessional Golfers Association champion-ıip matches at the Pomonok Country Club Flushing, Long Island. On the first three ıys Husing summarized the play directly om the clubhouse, 6:30–6:45 p.m. On the ıal day, four broadcasts were made from BS mobile unit, of the match in which enry Picard defeated Byron Nelson, open ampion, followed by a complete summary. 05–6:15 p.m.

LY 14: The celebration of Bastille Day in ıris was described by Columhia's Paris presentative Thomas L. Grandin and by ılph Heinzen, United Press correspondent. 45–7 p.m.

'LY 16: Doris Rhodes, Michael Loring, and e Four Clubmen were heard on the Colum-a network in a salute to KRLD, CBS sta-ɔn in Dallas, 11–11:30 p.m.

'LY 22: The Arlington Classic at Chicago, ıe of America's greatest races, which saw hnstown upset by Challedon, was de-ribed exclusively over the Columbia net-ɔrk, 6:05–6:30 p.m.

JULY 27: The East-West mouse derby was described by CBS announcer Charles Stark in a "remote" from the playground of the Lenox Hill Neighborhood Association. After his account of the race of ten mice to get out of a large circle, Stark interviewed Frank Buck and Merle Gulick, vice-chairman of the Greater New York Fund, which arranged the event. (N. Y. State network only), 11–11:15 a.m.

JULY 30: An address by Paul V. McNutt, director of the new Federal Security Agency, was the highlight of a full hour's Columbia broadcast of the opening ceremonies of the Seventh International Poultry Congress in Cleveland. McNutt's speech, titled "Brotherhood and Peace," followed addresses by Mayor Harold H. Burton of Cleveland and Glenn H. Campbell, president of the Congress, 4:30–5:30 p.m.

SERIOUS MUSIC

JULY 30: The Chrysler Choir of seven hundred male voices sang in a Columbia network broadcast from the Court of Peace at the New York World's Fair. The program included religious music by Palestrina, Bach, Haydn, and Handel, as well as a number of European and American folk-tunes, 5:30–6 p.m.

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ON THE AIR

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BS PROGRAM BOOK · SEPTEMBER, 1939

SEPTEMBER, 1939

THE COLUMBIA PROGRAM BOOK

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AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin
BOWEY'S, INC.	Dari-Rich Products

PROGRAM	TIME	AGENCY	ON CBS*
e omance of Helen Trent *Ser drama* e a) WYETH CHEMICAL COMPANY)	Mon., Tues., Wed. 12:30–12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	299 Weeks
e luman Side of the News, Edin C. Hill *Ne*	Mon. thru Fri. 6:05–6:15 p.m. *Rebroadcast* *11:05–11:15 p.m.* 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	56 Weeks
ar lit Parade rk Varnow's Orchestra, m Ross, Raymond Scott's nt, Bea Wain and the rry lacs *Po ar music and vocalists*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 61 CBS stations ORIGINATES: WABC	Lord & Thomas	174 Weeks
r ul, Sunday *Ser drama* e a KOLYNOS COMPANY)	Mon., Tues., Wed. 12:45–1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	135 Weeks
ol Husband h len Menken, presented the amous Actors' Guild *Ser drama*	Tuesday 7:30–8:00 p.m. 49 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	416 Weeks
ws nd Rhythm ld Hunter, reporter; Dave al ovachordist and Carl ner arten's Orchestra *Cal nd music*	Sunday 11:00–11:30 a.m. *Rebroadcast* *2:30–3:00 p.m.* 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	13 Weeks

he ures indicate the total number of weeks ch the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Jui
	Franco-American Spag tti

PROGRAM	TIME	AGENCY	ON CBS*
ul ullivan Ve gi ing September 24)	Sun. thru Fri. 11:00–11:15 p.m. 35 CBS stations ORIGINATES: LOUISVILLE	Batten, Barton, Durstine, & Osborn, Inc.	21 Weeks
stlighter h rbara Luddy and Tmayne *Dr a at the "Little Theater off mes Square"*	Friday 9:30–10:00 p.m. 50 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	83 Weeks
m ell Playhouse sorWelles, director, and st ars gi ing September 10)	Sunday 8:00–9:00 p.m. *Rebroadcast* *September 10 and 17* *11:00–12:00 p.m.* *September 24* *10:00–11:00 p.m.* 67 CBS stations ORIGINATES: WABC	Ward Wheelock Company	247 Weeks
no 'n' Andy *Se l comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 52 CBS stations ORIGINATES: KNX		
er a Curtis *Dr atic serial* gi ing September 11)	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *2:30–2:45 p.m.* 53 CBS stations ORIGINATES: WABC		
le the Dixons" th rbara Weeks and ch.d Widmark *Do estic Serial*	Mon. thru Fri. 9:15–9:30 a.m. 16 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	

The gures indicate the total number of weeks n ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Sha
	Concentrated Super Sud
	Palmolive Soap
	Colgate Tooth Powder
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake

PROGRAM	TIME	AGENCY	ON CBS ★
ajr Bowes' ri nal Amateur Hour *A iteurs, with* Major Bowes *a laster of Ceremonies*	Thursday 9:00–10:00 p.m. 79 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	182 Weeks
ol te Ask-It Basket m cWilliams, MC *Q stions and answers*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 60 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	185 Weeks
tr ge As It Seems *I matizations of unusual facts*	Thursday 8:30–9:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* 52 CBS stations ORIGINATES: WABC		
ly and Marge *S al drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 71 CBS stations ORIGINATES: WABC		
ill p House ta ng Bess Johnson *S al drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 74 CBS stations ORIGINATES: WABC		
te nother *S al drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
re y Kitty Kelly *S al drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	232 Weeks

The gures indicate the total number of weeks n ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Sanka
	Post Toasties

PROGRAM	TIME	AGENCY	ON CBS*
ıcl lor's Children *Seıl drama*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyng-ham, Inc.	244 Weeks
ın Up Time ırr g Tony Martin, ıd Kostelanetz's Orchestra, ıy hompson's Rhythm Singers ıvi Laughlin, and guest stars *Mical variety*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 63 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	29 Weeks
orSummer Hour ıth ames Melton, Francia White, on ɔorhees' Orchestra, chorus and e ' ouge Reporter" and guests *Mical variety*	Sunday *September 3, 10, and 17 only* 9:00–10:00 p.m. 75 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	283 Weeks
unıy Evening Hour orSymphony Orchestra and ho s, with guest conductors ıd loists *Wh Talks by W. J. Cameron* Begning September 24)	Sunday 9:00–10:00 p.m. 77 CBS stations ORIGINATES: WJR		
ve, ıe People ıth abriel Heatter, Harry von Zell d uests *Rl-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 73 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	236 Weeks
ɔe . Brown ıth rank Gill and Bill Demling, ɔm ians, Paula Winslow, ıarıret McCrae, vocalist and ar Sosnik's Orchestra *Cıedy and musical variety* Thi eries ends September 28)	Thursday 7:30–8:00 p.m. *Rebroadcast* *11:30–12 mid.* 69 CBS stations ORIGINATES: KNX	Benton & Bowles, Inc.	

Thegures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
GENERAL FOODS *Continued*	La France Satina Postum
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple "Dole" Pineapple Juice

PROGRAM	TIME	AGENCY	ON CBS*
oy Jordan, Girl Interne *Sial drama*	Mon., Wed., Fri. 12:00–12:15 p.m. 40 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	236 Weeks
ar and Abner *Cuedy sketches*	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 46 CBS stations ORIGINATES: KNX		
in to Shine, ith Hal Kemp's Orchestra nd uests *Musical variety*	Tuesday 10:00–10:30 p.m. 42 CBS stations ORIGINATES: WABC	Bermingham, Castleman & Pierce, Inc.	43 Weeks
ul Musical Playhouse ith rno Rapee, Jane Froman nd n Peerce *Musical*	Sunday 7:30–8:00 p.m. *September 3, 10, and 17 only* 7:30–8:00 p.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	290 Weeks
n Guild Theatre ith Roger Pryor, MC, re stars as guests, nd scar Bradley's Orchestra *Viety and drama* Begning September 24)	Sunday 7:30–8:00 p.m. 64 CBS stations ORIGINATES: KNX		
or lulu Bound arring Phil Baker, "Bottle", Andrews Sisters, and n urray's Orchestra *Cedy and musical variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	33 Weeks

**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEVER BROTHERS COMPANY	Rinso Lifebuoy

PROGRAM	TIME	AGENCY	ON CBS*
t Happened in Hollywood with Martha Mears, John Conte and Eddie Dunstedter's Orchestra *Musical variety*	Mon., Wed., Fri. 11:00–11:15 a.m. *Beginning Sept. 25* *5:30–5:45 p.m.* 25 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	106 Weeks
Ou Gal, Sunday *Serial drama* (Sponsored by ANACIN COMPANY)	Thurs. and Fri. 12:45–1:00 p.m. 31 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	402 Weeks
Guy Lombardo and His Orchestra *Popular music*	Monday 9:30–10:00 p.m. *Beginning Sept. 11* *10:00–10:30 p.m.* 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	299 Weeks
Grand Central Station *Dramatic sketches*	Friday 10:00–10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	113 Weeks
Big Town Starring Edward G. Robinson *Dramatic* (Beginning September 19)	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 65 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	155 Weeks
Party Show Starring Walter O'Keefe *Comedy and music* (Beginning September 19)	Tuesday 8:30–9:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* 61 CBS stations 26 CBC stations ORIGINATES: WABC		

**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY *Continued*	Lux Toilet Soap
	Rinso
	Spry
	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes

PROGRAM	TIME	AGENCY	ON CBS*
u Radio Theatre ec B. DeMille, director, itl tars of stage and screen *L ma* Be ning September 11)	Monday 9:00–10:00 p.m. 61 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	155 Weeks
ig ister tl Alice Frost and Martin Gabel *Sial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 67 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
u Jenny's Real Life Stories *Dmatic sketches*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* 61 CBS stations ORIGINATES: WABC		
he ife and Love of Dr. Susan *S al drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* 63 CBS stations ORIGINATES: WABC	J. Walter Thompson Co.	
au Whiteman and His **rcestra,** with Joan Edwards, lar Dennis, and The Modernaires *Sical variety*	Wednesday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 91 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	346 Weeks

**T figures indicate the total number of weeks in hich the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PROD
NEHI CORPORATION	Royal Crown Cola
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

PROGRAM	TIME	AGENCY	ON CBS ★
el ve It or Not Ripley *sical variety* (Thi eries ends September 22)	Friday 10:30–11:00 p.m. 75 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	23 Weeks
oc Barclay's Daughters *Sial drama*	Mon. thru Fri. 2:00–2:15 p.m. 25 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	95 Weeks
ati day Night Serenade lar Eastman, soprano; Bill Perry, no and Gustav Haenschen's rclstra and Chorus *sical*	Saturday 9:45–10:15 p.m. 52 CBS stations ORIGINATES: WABC	Gardner Advertising Company	304 Weeks
lai Lee Taylor meconomist *H sehold advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 60 CBS stations ORIGINATES: KMOX		
hny Presents hn Green's Orchestra, Drama- ed Perfect Crime," Floyd Sher- an, oger Kinney, Genevieve Rowe, ev ly," Glenn Cross, Ray Bloch's in 14 *M cal variety and dramatic interludes*	Friday 8:30–9:00 p.m. Beginning September 29 9:00–9:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 76 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	155 Weeks

The ures indicate the total number of weeks ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
THE PROCTER & GAMBLE COMPANY	Teel Drene
	Oxydol
	Ivory
	Chipso
	Crisco
	Chipso
	Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services

PROGRAM	TIME	AGENCY	ON CBS*
Professor Quiz with Bob Trout *(Questions and Answers* *Beginning September 8)*	Friday 7:30–8:00 p.m. *Rebroadcast* *(Beginning Sept. 29)* *9:00–9:30 p.m.* 53 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	248 Weeks
The Goldbergs *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 35 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life *Serial drama*	1:30–1:45 p.m. 23 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
This Day Is Ours *Serial drama*	1:45–2:00 p.m. 37 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Manhattan Mother *Serial drama*	Mon. thru Fri. 9:30–9:45 a.m. 12 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Jimmie Fidler *Hollywood news reporter* *(Beginning September 12)*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 55 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
When a Girl Marries *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 49 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	14 Weeks

**These figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE PURE OIL COMPANY	Petroleum Products
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking To co
SEALTEST, INC.	Sealtest System of Laborary Control of Milk and Ice Cr m
TEXAS COMPANY	"Texaco" Products

PROGRAM	TIME	AGENCY	ON CBS*
Kaenborn Edits The News *ws Analysis*	Sun. and Tues. 10:30–10:45 p.m. *Beginning Sept. 25* *Mon., Wed., Fri.* *6:30–6:45 p.m.* 35 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	18 Weeks
"B ndie" wit Penny Singleton and Artr Lake *mestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 86 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	322 Weeks
Bo Crosby's Orchestra wit Johnny Mercer, singer anc he Bobcats *sical variety*	Tuesday 9:30–10:00 p.m. 87 CBS stations ORIGINATES: ON TOUR		
Mo Family and Mine *rial drama*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	18 Weeks
Te co Star Theatre wit Ken Murray, MC, Fr es Langford, Kenny Baker, Jar s Wallington, and David Fr man's Orchestra; Dr atic portion produced by Pla rights' Company (Be nning September 13)	Wednesday 9:00–10:00 p.m. 91 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	116 Weeks

*T figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	FOOD
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
JOHN H. WOODBURY, INC.	Woodbury's Powder, Soap and Cream
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gu Wrigley's Spearmint Gum
WYETH CHEMICAL COMPANY	Hill's Nose Drops

PROGRAM	TIME	AGENCY	ON CBS*
Model Minstrels with Tom Howard and George Shelton, the Eton Boys and Ella Bloch's Orchestra *comedy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	222 Weeks
"The Parker Family" starring Leon Janney *domestic comedy*	Thursday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 34 CBS stations ORIGINATES: WABC	Lennen & Mitchell, Inc.	133 Weeks
"Gateway to Hollywood Summer Theater"—"Career" starring Alice Eden and John Archer *serial drama*	Sunday 6:30–7:00 p.m. 62 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	279 Weeks
Scattergood Baines *serial drama*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *5:00–5:15 p.m.* Beginning Sept. 11 5:45–6:00 p.m. 66 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	
The Romance of Helen Trent *serial drama* (also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. 30 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	224 Weeks

**The figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

	CLIENT	PRODUCT
COLUMBIA PACIFIC NETWORK	BROWN & WILLIAMSON TOBACCO CORPORATION	Wings Cigarettes
	S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods
	STEPHANO BROTHERS	"Marvels" Cigarettes
COLUMBIA CALIFORNIA NETWORK	EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars
	RIO GRANDE OIL, INC.	Petroleum Products
	WILSHIRE OIL COMPANY, INC.	Polly Gas
COLUMBIA DIXIE NETWORK	COLGATE-PALMOLIVE-PEET CO.	Octagon Products

PROGRAM	TIME	AGENCY	ON CE
N s, Views and Sport R iews by Hughes *ports news*	Sun., Mon., Wed. and Friday 8:30–8:45 p.m. PST ORIGINATES: KSFO	Russell M. Seeds Co., Inc.	48 Weeks
I nt a Divorce *ramatic sketches*	Friday 8:00–8:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	46 Weeks
"Sorts Pop-Offs" wi Tom Breneman *ports news*	Tues., Thurs., Sun. 9:30–9:45 p.m. PST ORIGINATES: KSFO	The Aitkin-Kynett Co.	5 Weeks
E lid Ballot Box wi Sam Hayes *e people vote*	Monday 8:45–9:00 p.m. PST *Beginning Sept. 26* *Tuesday* *7:30–7:45 p.m.* PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	93 Weeks
C ing All Cars *olice file dramatizations*	Monday 9:00–9:30 p.m. PST *Starting Sept. 26* *Tuesday* *7:00–7:30 p.m.* PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	300 Weeks
"I ll Over, Neighbor" wi Art Shank *uestions and Answers* (T s series ends September 12)	Tuesday 7:30–8:00 p.m. PST ORIGINATES: KNX	Dan B. Miner Co.	8 Weeks
"oman of Courage" *erial drama*	Mon. thru Fri. 10:45–11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	7 Weeks

* *e figures indicate the total number of weeks which the client has used CBS facilities.*

WABC SPONSORED PROGRAMS

CLIENT	PROD
GENERAL MILLS, INC.	Wheaties
PROCTER & GAMBLE COMPANY	Ivory
SOCONY-VACUUM OIL COMPANY	Mobiloil and Mobilgas
J. W. BEARDSLEY SONS	Foods and Canned Foods
BOND STORES, INC.	Men's Clothing
BOSCO COMPANY	Bosco (Milk Amplifier)
BROWN & WILLIAMSON TOBACCO CORPORATION	Tobacco Products
BULOVA WATCH COMPANY	Bulova Watches
GORDON BAKING COMPANY	Silvercup Bread
LIGGETT DRUG COMPANY, INC.	Fountain Service
MELVILLE SHOE COMPANY	Thom McAn Shoes
RUDOLPH WURLITZER COMPANY	Musical Instruments

PROGRAM	TIME	AGENCY	ON WABC*
All ome games of New York ar ees and New York Giants *l y-by-play description* *l Arch McDonald*	Mon. thru Fri. Approx. 3:10– 5:15 p.m. Sat. Approx. 2:25–4:30 p.m.	Knox-Reeves, Inc. Compton Advertising. Inc. J. Stirling Getchell	19 Weeks
ThMorning Almanac at ing Phil Cook	Tues., Thurs., Sat. 7:30–7:45 a.m. Mon. thru Sat. 7:15–7:30 a.m.	Neff-Rogow. Inc.	Starts Sept. 26 Starts Sept. 11
Ne Program	Mon. thru Sat. 6:00–6:05 p.m.	Kenyon & Eckhardt, Inc.	30 Weeks
Spt Review	Mon., Wed., Fri. 6:15–6:30 p.m.	Russell M. Seeds Company	21 Weeks
Tin Signals	Mon. thru Sun. 10 Times daily	The Biow Company	521 Weeks
Acrding to Hoyt *l eball previews with Waite Hoyt*	Mon. thru Fri. 3:00–3:10 p.m. Saturday 2:15–2:25 p.m.	N. W. Ayer & Son. Inc.	19 Weeks
ThMorning Almanac at ing Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Neff-Rogow, Inc.	33 Weeks
Ear Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow. Inc.	39 Weeks
"Ti e in the Spotlight"	Mon. thru Sat. 8:05–8:10 a.m.	Schwimmer and Scott	Starts Sept. 5

**Th igures indicate the total number of weeks in ich the client has used WABC facilities.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. DRAMATIC SERIES . . . . . *Page 30*

2. PUBLIC AFFAIRS . . . . . *Page 31*

3. SPECIAL EVENTS . . . . . *Page 32*

4. EDUCATIONAL PROGRAMS . . . . *Page 35*

5. CHILDREN'S PROGRAMS . . . . . *Page 38*

6. RELIGIOUS BROADCASTS . . . . *Page 39*

7. SERIOUS MUSIC . . . . . *Page 41*

8. VARIETY . . . . . *Page 43*

9. PERSONALITIES . . . . . *Page 44*

10. LIGHT MUSIC . . . . . *Page 46*

ADDENDA: AUGUST PROGRAMS . . . . . *Page 47*

DRAMATIC SERIES

PROGRAM AND TIME	DESCRIPTION
Columbia Workshop Festival 10:00–10:30 p.m. EACH THURSDAY	The Columbia Workshop's third anniversary festival culminates this month in the production of two exceptional new radio plays and in the revival of two of the Workshop's most impressive successes. The September schedule: SEPTEMBER 7: "They Fly Through the Air with the Greatest of Ease," written and directed by Norman Corwin. SEPTEMBER 14: "The Use of Man," a new radio play by Lord Dunsany; directed by Earle McGill. SEPTEMBER 21: "Timothy Dexter," a new radio play by J. P. Marquand. SEPTEMBER 28: "The Fall of the City," by Archibald MacLeish; directed by Irving Reis.
Norman Corwin's "So This Is Radio" 10:00–10:30 p.m. MONDAY, SEPTEMBER 4	Columbia concludes on September 4, this unique series of programs dramatizing the evolution of radio from an uncertain invention to the world's most significant medium of entertainment and communication.
Ray Collins in "County Seat" 7:30–8:00 p.m. EACH SATURDAY	Ray Collins, one of radio's foremost actors, is featured in this dramatic series as Doc Hackett, small town druggist. The story of "County Seat" is written by Milton Geiger.
Buffalo Summer Theatre 3:30–4:00 p.m. EACH FRIDAY	The Buffalo Players, one of the most eminent groups in radio's straw-hat circuit, conclude their program of summer stock this month. The players include many leading legitimate actors and actresses.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
"Women in the World of Tomorrow" 12:15–12:30 p.m. SATURDAY, SEPTEMBER 2 AND 9	This series, presented jointly by CBS a the Women's National Radio Committee, on cludes this month with addresses on the s et of the future by two outstanding spe er SEPTEMBER 2: Mark A. McCloskey, di to of recreational and community activities de the Board of Education, discusses "Recre io in the World of Tomorrow." SEPTEMBER 9: Mrs. Josephine Schain, air man of the Cause and Cure of War Confe e and president of the Chautauqua Wo n's Club, speaks on "World Society Tomor w."
"Columbia's Country Journal" 5:00–5:30 p.m. EACH SUNDAY	Charley Stookey, Columbia's farm rep ter winds up his radio-journalistic tour o th nation's farming areas with talks fro th California State Fair, a New England fa in exposition, and the heart of the corn an o belt, and with a final round-up and forum om St. Louis.
"This Week in Washington" 6:30–6:45 p.m. EACH SATURDAY	In addition to his periodic news bull in Albert Warner, CBS reporter in Washi on reviews important developments in the er ican political scene each week.
Paul V. McNutt 10:30–10:45 p.m. THURSDAY, SEPTEMBER 14	Paul V. McNutt, federal security admi tra tor, discusses the "Social Aims of Taxati" a a Consumers' Tax Commission concla i New York.
Frances Perkins 6:45–7:00 p.m. MONDAY, SEPTEMBER 4	Frances Perkins, President Roosevelt's re tary of Labor, is heard in her seventh s ces sive Columbia Labor Day address from B ton

	PROGRAM AND TIME	DESCRIPTION
PUBLIC AFFAIRS	**Congress of Industrial Organization** 5:45–6:00 p.m. MONDAY, SEPTEMBER 4	James Carey, recently appointed secretary of the Congress of Industrial Organization, represents the C. I. O. in an exclusive Columbia Labor Day broadcast.
	American Federation of Labor 6:30–6:45 p.m. MONDAY, SEPTEMBER 4	I. M. Ornburn, secretary-treasurer of the Union Label Trades Department of the A. F. of L., describes the functions and the objectives of his organization in a Labor Day talk.
PECIAL EVENTS	**Davis Cup Preview** 2:45–3:00 p.m. 9:00–9:30 p.m. FRIDAY, SEPTEMBER 1	Bobby Riggs and Frank Parker, United States' singles performers, and Walter Pate and Harry C. Hopman, non-playing captains of the rival tennis teams, join Columbia's Ted Husing in a conversational analysis and prophecy of the next three days' Davis Cup competition. In an earlier broadcast, Husing describes the drawing which determines the order of play.
	Davis Cup Challenge Round 2:00–2:45 p.m. 5:15–5:30 p.m. SATURDAY, SEPTEMBER 2 3:00–5:00 p.m. SUNDAY, SEPTEMBER 3 3:00–4:00 p.m. 4:30–5:00 p.m. MONDAY, SEPTEMBER 4	Ted Husing presents a vivid, stroke-by-stroke account of the Davis Cup Challenge Round in a Columbia exclusive from the Merion Cricket Club, Haverford, Pennsylvania. Assisted by Jimmy Dolan, Husing describes the singles matches, in which America's Riggs and Parker face Australia's Quist and Bromwich, on Saturday and Monday, and the doubles on Sunday afternoon. Columbia's complete coverage is heightened by two summaries of America's efforts to defend the trophy against the Australian netmen.

CBS SUSTAINING PROGRAMS

SPECIAL EVENTS
Continued

PROGRAM AND TIME	DESCRIPTION
Saratoga Cup Race 6:15–6:30 p.m. FRIDAY, SEPTEMBER 1 4:45–5:15 p.m. SATURDAY, SEPTEMBER 2	Bryan Field, Columbia's veteran turf e ert previews and covers the Saratoga Cup ice one of the outstanding features in the fin day of the annual Saratoga meeting. On the e o the race, Field surveys the starters i th classic for three-year-olds in a preview sti mate of their chances. Saturday he is th track, describing the mile and six furlong ac in the precise, brisk manner which has ar acterized his coverage of Saratoga rac al season.
Aqueduct Stake Races 4:00–4:30 p.m. MONDAY, SEPTEMBER 4 SATURDAY, SEPTEMBER 9 AND 16 WEDNESDAY, SEPTEMBER 13 AND 20	The scene of New York's horse-racing s so shifts from Saratoga to Aqueduct on l bo Day, and Bryan Field moves with it—pr ent ing eye-witness accounts of the major ak races in the brief Queens meeting. His sche ile SEPTEMBER 4: Aqueduct Handicap an Re view of the Woodmere Stakes. SEPTEMBER 9: The Beldane Handicap a R view of the Babylon Handicap. SEPTEMBER 13: The Bayshore Handica SEPTEMBER 16: The Edgemere Handica an Review of the Junior Championship. SEPTEMBER 20: The Stony Brook Stakes
Thompson Air Trophy 6:15–6:30 p.m. MONDAY, SEPTEMBER 4	A battery of four Columbia announce de scribe the race for the Thompson Air T hy held each Labor Day in Cleveland, Ohi Th program is handled by the staff of CBS tio WGAR in Cleveland.

PROGRAM AND TIME	DESCRIPTION
National Men's and Women's Singles Championships 6:15–6:30 p.m. SEPTEMBER 7 THRU 9 SEPTEMBER 11 THRU 14 5:45–6:00 p.m. SUNDAY, SEPTEMBER 10 3:00–4:00 p.m. 6:30–6:45 p.m. FRIDAY, SEPTEMBER 15 2:00–4:00 p.m. 4:30–5:00 p.m. SATURDAY, SEPTEMBER 16	Ted Husing and Jimmy Dolan receive a three-day respite after covering the Davis Cup Challenge Round and then shift their microphones to Forest Hills, where they present a thorough description of the men's and women's national singles championships. Daily fifteen-minute summaries of the early rounds of play are followed on September 15 and September 16 by play-by-play accounts of the semi-finals and finals. In the daily bulletins Husing makes his usual sharp analysis of the competition, in which performers like Bobby Riggs, Bitsy Grant, Frank Parker, Adrian Quist, and John Bromwich are slated to star. Among the competitors in the women's division are Alice Marble, Helen Jacobs, Betty Nuthall, Mary Hardwick, and Kay Stammers.
National Amateur Golf AT VARIOUS HOURS SEPTEMBER 11 THRU 16	Columbia again furnishes exclusive coverage of the match play in the Men's National Amateur Golf Championship, held this year at the North Shore Country Club, just outside of Chicago.
Notre Dame vs. Purdue 2:45–5:00 p.m. SATURDAY, SEPTEMBER 30	Ted Husing and Jimmy Dolan get off to an auspicious 1939 football start with a play-by-play account of the Notre Dame-Purdue tussle in South Bend.
American Legion Convention AT VARIOUS HOURS SEPTEMBER 25 THRU 28	CBS' air news reporters cover the high-lights of the American Legion Convention, which meets this fall in Chicago. Columbia's station in Chicago, WBBM, handles the broadcasts.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
The Human Adventure 8:00–9:00 p.m. TUESDAY, SEPTEMBER 5 AND 12	Columbia concludes this successful, experimental series, in which the substance of current but hitherto obscure scholarly research is brought to the radio audience in vivid dramatic form. This month's programs cover various phases of Einstein theory, the American frontier, and current work in anthropology.
Men Behind the Stars 5:45–6:00 p.m. FRIDAY, SEPTEMBER 1 AND 8 4:30–4:45 p.m. EACH FRIDAY	The lives and discoveries of astronomers throughout the ages are dramatized in this series, presented by Professor William Barton, Jr., of the Hayden Planetarium, and ans Christian Adamson of the American Museum. September's programs include the story of the Southern Fish, the Charioteer, the Fates, the Herdsman, the Serpent Bearer.
Highways to Health 10:45–11:00 a.m. SATURDAY, SEPTEMBER 9 AND 16 5:30–5:45 p.m. EACH TUESDAY BEGINNING SEPTEMBER 19	The New York Academy of Medicine arranges these instructive medical talks for layme Dr lago Galdston is in charge. SEPTEMBER 9: Dr. Louis Bishop, Jr., associate visiting physician, Bellevue Hospital: "hen and What Do We Eat in Heart Diseases. SEPTEMBER 16: Dr. Thomas Holland Johnson, attending opthalmologist, Neurological Institute: "What Happens to a Blind Man." SEPTEMBER 19: Dr. John F. Landon, assistant pediatrician, Roosevelt Hospital: "Protective Procedures." SEPTEMBER 26: Dr. Miner C. Hill, director of pediatrics, North County Hospital: "How to Get the Most Out of Your Child's Doctor"

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S. J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Americans at Work 7:00–7:30 p.m. EACH SATURDAY	Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. Workers and craftsmen address the CBS audience directly from laboratories, tunnels, ranches, workshops, filling stations, and city rooms all over the country. The September program: SEPTEMBER 2: Printer SEPTEMBER 9: Window Displayer SEPTEMBER 16: Weather Man SEPTEMBER 23: Auctioneer SEPTEMBER 30: Baseball Player
The People's Platform 7:30–8:00 p.m. EACH WEDNESDAY	Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four American citizens at dinner and discusses current social and economic problems with them over the table. His guests on September 3 will exchange opinions on "Roads to Prosperity."

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPTION
Democracy in Action 2:00–2:30 p.m. EACH SUNDAY	This series, presented by CBS in coope ion with the United States Office of Educ on, shows how American government operat
"Bull Session" 2:00–2:30 p.m. EACH SATURDAY	Students at a group of mid-western univer ties hold extemporaneous "bull-sessions" o im portant social and educational topics. SEPTEMBER 9: University of Chicago: "I t College." SEPTEMBER 16: Northwestern Univer ty "What Part of College Educates?" SEPTEMBER 23: De Paul University. SEPTEMBER 30: University of Chicago: " dom versus Order."
Of Men and Books 5:15–5:30 p.m. EACH WEDNESDAY	Professor John T. Frederick of the Mdil School of Journalism, Northwestern Unive ity continues to discuss contemporary author nd to review current books in this unusual s ies
Adventures in Science 5:45–6:00 p.m. MONDAY, SEPTEMBER 4 4:30–4:45 p.m. EACH MONDAY	Watson Davis interviews prominent scie ists on these programs, planned in conjur ion with Science Service, Incorporated. SEPTEMBER 4: Dr. Karl F. Meyer, direct of Hooper Foundation, University of Calif ia. SEPTEMBER 11: Dr. Harrison E. Howe, e tor of Industrial and Engineering Chemistr SEPTEMBER 18: Dr. F. Alton Wade, geol gist and Senior Field Scientist of the United S es Anarctic Expedition. SEPTEMBER 25: Dr. George R. Harrison, ro- fessor of physics, Massachusetts Institu of Technology.

	PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS	**What Price America?** 1:30–2:00 p.m. EACH SATURDAY	This series of thirteen documentary programs, prepared by CBS and the Department of the Interior, dramatizes America's effort to conserve her natural resources. Programs in September describe the immediate problem of conservation, the role of dams and irrigation in making Western lands fertile, reclamation, the danger of forest fires in national parks, and human and natural conservation problems of the American Indians.
	American School of the Air Preview 7:30–8:30 p.m. SATURDAY, SEPTEMBER 30 SEPTEMBER 5 AND 7 4:30–4:45 p.m. EACH TUESDAY AND THURSDAY	Columbia presents a dramatic preview of the re-opening on October 9 of its American School of the Air. The speakers, Dr. William C. Bagley, chairman of the school's Board of Consultants, and Mr. Sterling Fisher, CBS director of education, describe the school's efforts to bring new ideas vividly before American students.
CHILDREN'S PROGRAMS	**"March of Games"** 5:45–6:00 p.m. TUESDAY AND THURSDAY SEPTEMBER 5 AND 7 4:30–4:45 p.m. TUESDAY AND THURSDAY	Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross is schoolboy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program.
	"Let's Pretend" 12:30–1:00 p.m. EACH SATURDAY	The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air* is presenting its ·ht consecutive year of Sunday morning and t noon religious broadcasts. Services ar co ducted by representatives of the major th SEPTEMBER 3: *Morning*—Rev. A. J. I st director, Labor Temple, New York City. *Afternoon*—Arthur Cardinal Hinsley, ·ch bishop of Westminster, London, En in (broadcasting from London). SEPTEMBER 10: *Morning*—Dr. W. H. Gr ver secretary, United Lutheran Church in ner ica, New York City. *Afternoon*—Rabbi Jonah B. Wise, C ra Synagogue, New York City. SEPTEMBER 17: *Morning*—Rev. George B. lac Donald, D.D., First Baptist Church, Ge an town, Pennsylvania. *Afternoon*—Right Rev. Monsignor Hu L McMenamin, LL.D., rector, Cathedral (th Immaculate Conception, Denver, Colora SEPTEMBER 24: *Morning*—Rev. Rems B Ogilby, LL.D., Litt. D., president, Trinit ol lege, Episcopalian, Hartford, Connectic *Afternoon*—Dr. Hampton Adams, Unio ve nue Christian Church (Disciples of Ch st), St. Louis, Missouri.
Pope Pius XII 7:00–7:30 a.m. WEDNESDAY, SEPTEMBER 6	Pope Pius XII, speaking from the Vati i Rome, greets the pilgrimage of the Worl on gress of Young Catholic Workers. His ad res will be broadcast over the nationwide C m bia network and will be short-waved t th rest of the world over CBS's interna na stations, W2XE and WCAB.

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of spirituals and religious talks is presented by a Negro choir of thirty-five voices from Cleveland and by outstanding Negro leaders and educators. SEPTEMBER 3: Rev. Robert L. Jones, pastor, Mount Zion Baptist Institutional Church, Orlando, Florida. SEPTEMBER 10: Mrs. Estella M. Riddle, president, National Association of Colored Graduate Nurses, Inc., Akron, Ohio. SEPTEMBER 17: Dr. William H. Peck, pastor, Bethel A. M. E. Church, Detroit, Michigan. SEPTEMBER 24: Dr. Robert P. Daniel, president, Shaw University, Raleigh, N. Carolina.
Rosh Hoshanah Service 6:30–7:00 p.m. TUESDAY, SEPTEMBER 12	Special Rosh Hoshanah (Jewish New Year) services, under the auspices of the United Palestine Appeal, include an address by Rabbi Stephen S. Wise, a violin solo by Miss Erna Rubenstein, and renditions by the Jewish Center choir, led by Cantor Pincus Jassinowsky.
Day of Atonement Service 6:30–7:00 p.m. THURSDAY, SEPTEMBER 21	Columbia cooperates with the Jewish Theological Seminary of America in presenting a special Yom Kippur (Day of Atonement) service. The service originates at the Seminary, which is situated in New York City.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIP
Columbia Broadcasting Symphony 9:30–10:30 p.m. WEDNESDAY, SEPTEMBER 6 3:00–4:00 p.m. EACH SUNDAY	Howard Barlow, director of the Co Broadcasting Symphony, continues his ur season of Sunday concerts on CBS. SEPTEMBER 6: *Liszt:* Orpheus; *Strauss* ture to Gypsy Baron; *Ravel:* Mother oo Suite; *Smetana:* Die Moldau. SEPTEMBER 10: Andre Kostelanetz, gue ductor; *Weber:* Overture to Oberon; *ka* Sorcerer's Apprentice; *Debussy:* Cl Lune; *Rimsky-Korsakoff:* Le Coq d'Or; *kowsky:* Romeo and Juliet Overture. SEPTEMBER 17: *Schubert:* Overture to A so and Estrella; *Foote:* Adagio and G *Williams:* Three English Folk Songs; *bert:* Symphony Number 2. SEPTEMBER 24: *Bruckner:* Symphony
Grant Park Concert 10:30–11:00 p.m. MONDAY, SEPTEMBER 4	CBS ends its fifth consecutive season of ran Park outdoor concerts with this broadcast b the Chicago City Opera Orchestra.
"Goin' South" 2:30–3:00 p.m. EACH SUNDAY	Clyde Barrie, Negro baritone, the Deep iver Boys quartet, and Charles Paul, organis pre sent a program of songs and spirituals.
Dorian String Quartet 11:00–11:30 a.m. EACH SATURDAY	The Dorian String Quartet, includin two violins, a viola, and a cello, continu its weekly program of little-known Am can chamber music.
United States Army and Marine Bands 3:00–3:30 p.m. EACH THURSDAY AND FRIDAY	Band music is featured in half-hour pro ams over the Columbia network each Thursd and Friday afternoon. The Army Band pla on Thursday, the Marine Band on Friday.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Story of the Song 3:30–4:00 p.m. EACH TUESDAY	Columbia presents outstanding concert singers in selections of great classical music. The program for September is devoted principally to the works of Brahms and Peter Warlock. On September 12, the program surrenders its time to the Old Harp Singers of Nashville, Tenn.
Columbia's Concert Hall 11:30–12:00 noon EACH SATURDAY	Following the Dorian String Quartet each Saturday, Columbia's Concert Hall presents a group of vocal and instrumental artists in association with the Columbia Concerts Corporation. September's guests are Charlotte Boerner, Daniel Ericourt, Lansing Hatfield, Mieczyslaw Munz, Ernest McChesney.
Exploring Music 5:00–5:30 p.m. EACH TUESDAY	Bernard Herrmann conducts the Columbia String Orchestra each Tuesday in programs featuring lesser-known short classical works.
Vera Brodsky 9:00–9:25 a.m. SUNDAY, SEPTEMBER 2, 9 AND 16	Vera Brodsky, eminent concert pianist, temporarily replaces Jules Mattfeld's program, "From the Organ Loft," with a half hour of classical selections each Sunday morning.
Clyde Barrie— **Leon Goldman Ensemble** 3:30–4:00 p.m. EACH THURSDAY	Clyde Barrie, gifted young Negro baritone, is accompanied by the Leon Goldman ensemble in this new series of concert and opera songs, particularly selected for his rich voice.
World's Fair **Choral Program** 5:30–6:00 p.m. EACH SUNDAY	Each week the finest choral groups in the world visit the Temple of Religion at the World's Fair and present selections of their outstanding songs.

CBS SUSTAINING PROGRAMS

VARIETY

PROGRAM AND TIME	DESCRIP
Columbia's Gay Nineties Revue 6:00–6:30 p.m. EACH SUNDAY	Columbia entertainers get into bowle a bustles and revert to the songs and com ly the nineties in this swift, picturesque rie show. Joe Howard, master of ceremoni an veteran song writer, introduces soprano en vieve Rowe, comedienne Beatrice Kay, a d th sturdy slapstick comedy team, Latim an Costello. Ray Block is the director a d A Rinker the producer.
Studio Rendezvous 7:30–8:00 p.m. EACH SATURDAY	Michael Loring, Columbia's popular ou baritone, is master of ceremonies of the w inaugurated Saturday night "Studio R de vous." The meeting features the rhythm on of Doris Rhodes and lively current fa rit by Leith Stevens and his orchestra. Lorin hi self contributes romantic ballads, folk me and spirituals.
"Make Mine Music" 9:00–9:30 p.m. FRIDAY, SEPTEMBER 1, 8, 15 & 22	Songs and orchestral pieces by popular mer ican composers are performed in thi new Canadian Broadcasting Company exc nge series. Percy Pasternak, CBS music di ctor conducts, and Pauline Rennie and Alec M gan sing.
"Under Western Skies" 8:00–8:30 p.m. EACH FRIDAY	John Mack Brown of the movies heads tl cas of this western musical variety show, nich features dramatic sketches, the singi of Isleta Gayle, and the vocal and instru nta performances of the versatile Texas Ra ers

PROGRAM AND TIME	DESCRIPTION
"The Alibi Club" 10:00–10:30 p.m. EACH SUNDAY	Emcee Don Ross and femmemcee Gwen MacLeary ask guests to contrive extemporaneous alibis to unusual situations. The excuses, credible and fantastic, are judged and the man and woman winning vie for a grand prize. Earle McGill directs and the program features the music of Ray Block's orchestra.
Richard Maxwell 9:00–9:15 a.m. MONDAY THRU SATURDAY	Richard Maxwell continues to present six programs of hymns, inspirational songs and homely philosophy each week.
Outdoors with Bob Edge 5:30–5:45 p.m. EACH FRIDAY 6:45–7:00 p.m. FRIDAY, SEPTEMBER 8	Bob Edge, Columbia's hunting and fishing expert, recounts interesting anecdotes and furnishes useful information to sporting enthusiasts in this informal weekly program. He broadcasts the final results of the international tuna-angling championships from Yarmouth, Nova Scotia, instead of his usual program on September 8.
Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Capitol Family presents a spirited musical program each Sunday morning. The family includes the three Dalton Brothers; Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist; and Waldo Mayo's orchestra.
"Let's Join the Band"—Orrin Tucker 8:30–9:00 p.m. EACH SATURDAY	A new musical personality is featured in this Columbia series from Hollywood station KNX. Orrin Tucker, popular young maestro, and his orchestra, with Bonnie Bailey, join in a gay half-hour's frolic.

CBS SUSTAINING PROGRAMS

PERSONALITIES
Continued

PROGRAM AND TIME	DESCRIPT
"Uncle Jonathan" 6:30–6:45 p.m. MONDAY, WEDNESDAY AND FRIDAY	Uncle Jonathan, editor and publisher th Bottsville Bugle, the world's only cello an newspaper (so you can see through i, brought to Columbia listeners specially o BBNF, mythical key station of the ec all mythical Alfalfy Network.
"Armchair Adventures" 10:45–11:00 p.m. TUESDAY, WEDNESDAY, THURSDAY AND SATURDAY	Frank Graham plays all the parts in ie dramatizations of unusual stories, whic ru the scale from lightness and humor to path an tragedy. The programs originate at the s li of Columbia's station KNX in Hollywoc
"So . . . You Think You Know Music"—Ted Cott 4:00–4:30 p.m. EACH SUNDAY	Four studio volunteers participate in a m ic quiz, supervised by emcee Ted Cott and j ge by silent arbiter Francis Macaluso. The ui conducted at CBS Radio Theatre 1, ju o Times Square, concentrates upon recog tio of selections and general musical inform io
"That's What I Said—" Ted Husing 7:15–7:30 p.m. TUESDAY, SEPTEMBER 5	Ted Husing concludes this series of fres u to-the-minute sport news, informal a nounced in a weekly fanning bee with Jim Dolan and a distinguished guest. In th in program, Husing interviews the well-ow comedian and ardent New York Giant pa san Jay C. Flippen.
Man About Hollywood—George McCall 10:15–10:45 p.m. EACH SATURDAY BEGINNING SEPTEMBER 9	Interviews with Hollywood's stars featu thi series of news and stories about the film ap tal, starring George McCall, one of tl bes informed, most experienced Hollywo re porters.

PROGRAM AND TIME	DESCRIPTION
Judith Arlen's Penthouse Blues 6:45–7:00 p.m. MONDAY THRU FRIDAY	Judith Arlen, rising young Columbia vocalist, sings a program of current favorites in an original, unusually "blue" manner, from her penthouse studio, high over Madison Avenue.
CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Clyde Barrie, Audrey Marsh Ruth Carhart, Doris Rhodes Buddy Clark, Genevieve Rowe Michael Loring, Maxine Sullivan Barry Wood
Deep River Boys, Eton Boys, Four Clubmen VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style, and all continue to be network favorites.
Dance Orchestras VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for September: Van Alexander, Jack Jenney Count Basie, Hal Kemp Ben Bernie, Henry King Nat Brandwynne, Enoch Light Cab Calloway, Jerry Livingston Del Courtney, Freddie Martin Happy Felton, Bill McCune Shep Fields, Harry Owens Phil Harris, Louis Prima Harry James, Sterling Young

ADDENDA: EUROPE, AUGUST, 1939

Each day during the momentous events late in August, the Columbia audie heard complete, frequent reports of the Polish Crisis directly from t European capitals where the news was being made. As the crisis deepen the network operated on a twenty-four hour schedule with bulletins of the ne "as it happened" broadcast from Europe and America periodically throu out the night. A majority of the broadcasts were made by Columbia's st reporters in the capitals of Europe and in America: H. V. Kaltenborn in Lond and New York, Edward R. Murrow in London, Thomas Grandin and Eric Se reid in Paris, William L. Shirer in Berlin, W. R. Wills in Tokyo, Elmer Da and Bob Trout in New York, and Albert Warner in Washington. Following i partial list of the news reports, analyses, and addresses heard by the Colum audience between August 19 and August 31:

	Time	*Speaker*	*Origination*
Aug. 19	10:45–11:00 p.m.	William L. Shirer *Upon his return from Danzig*	Wars
Aug. 20	10:30–10:45 p.m.	H. V. Kaltenborn	Pa
Aug. 21	9:00–9:20 p.m.	H. V. Kaltenborn, Edward R. Murrow *Analysis of German-Soviet Pact*	Lond
Aug. 22	9:00–9:06 a.m.	William L. Shirer	Ber
	4:01–4:05 p.m.	BBC Announcers	Lond
	10:30–10:45 p.m.	H. V. Kaltenborn	Lond
	10:47–10:58 p.m.	Albert Warner	Washing
Aug. 23	5:45–5:50 p.m.	Albert Warner	Washing
	5:50–6:00 p.m.	Elmer Davis	New Y
	6:30–7:00 p.m.	William L. Shirer, Thomas Grandin, and Edward R. Murrow *Roundup*	Ber Pa Lond
	10:45–11:00 p.m.	H. V. Kaltenborn	Lond
	11:30–11:45 p.m.	Elmer Davis	New Y

Time	*Speaker*	*Origination*
9:45–11:00 a.m.	H. V. Kaltenborn, Edward R. Murrow *Report on Chamberlain's Speech before House of Commons*	London
11:00–11:15 a.m.	Elmer Davis	New York
2:00–2:17 p.m.	Pope Pius XII *Peace Plea*	Rome
2:17–2:30 p.m.	Elmer Davis *Summary of European News*	New York
2:45–3:00 p.m.	Edward R. Murrow, H. V. Kaltenborn	London
4:30–4:50 p.m.	Lord Halifax, British Foreign Minister *Address to Empire*	London
5:30–5:45 p.m.	Demaree Bess, magazine writer	Paris
5:45–5:51 p.m.	William L. Shirer	Berlin
6:45–7:00 p.m.	Lord Snell, opposition leader, House of Lords	London
10:30–11:00 p.m.	William L. Shirer, Thomas L. Grandin, Edward R. Murrow, H. V. Kaltenborn, Albert Warner *Roundup*	Berlin Paris London Washington
11:31–11:43 p.m.	Elmer Davis	New York
8:54–9:09 a.m.	H. V. Kaltenborn, William Helman	London
11:00–11:15 a.m.	Elmer Davis	New York
1:30–1:45 p.m.	Hugh Baillie, President of United Press *Work of U. P. Correspondents in Emergencies*	London
2:45–3:00 p.m.	William L. Shirer, Thomas Grandin	Berlin Paris
3:30–3:45 p.m.	William L. Shirer, Elmer Peterson, Eric Sevareid, and H. V. Kaltenborn	Berlin Warsaw London
4:00–4:30 p.m.	Premier Edouard Daladier	Paris
5:45–5:56 p.m.	W. R. Wills, CBS Far Eastern Representative *Japan's View of the New World Crisis*	Tokyo
6:30–6:45 p.m.	Spencer Williams, secretary of American Chamber of Commerce in Moscow *Russia's Viewpoint*	Moscow
6:45–7:00 p.m.	H. V. Kaltenborn	London

Time	*Speaker*	*Origination*
8:00–8:30 p.m.	William L. Shirer, Richard Mowrer, correspondent of the Chicago Daily News, Edward R. Murrow, H. V. Kaltenborn	Berl Warsa Londc
	Roundup	
11:30 p.m.–12 mid.	H. V. Kaltenborn, E. R. Murrow, Thomas Grandin, Albert Warner, Elmer Davis	Londc Par Washingtc
	Four-Way Conversation	New Yo
9:00–9:15 a.m.	William Shirer, Elmer Davis, H. V. Kaltenborn, E. R. Murrow	Berl New Yo
	Roundup	Londc
10:00–10:15 a.m.	Elmer Davis	New Yo
12 noon–12:15 p.m.	Elmer Davis, Bob Trout	
1:00–1:37 p.m.	Edward R. Murrow, Thomas Grandin, William L. Shirer	Londc Par
	Roundup	Berl
4:00–4:15 p.m.	Edward R. Murrow	Londc
6:30–6:45 p.m.	Albert Warner	Washingtc
	Effects of Crisis	
6:45–6:58 p.m.	H. V. Kaltenborn	Londc
7:30–8:10 p.m.	Edward R. Murrow, Thomas Grandin, William L. Shirer, Elmer Davis	Londc Paris, Berl New Yo
11:00–11:30 p.m.	Edward R. Murrow, Thomas Grandin, Elmer Davis, Albert Warner	Londc Par New Yo
	Two- and four-way conversation	Washingtc
1:00–1:09 a.m.	Edward R. Murrow	Londc
2:00–2:06 a.m.	Thomas Grandin	Par
3:00–3:08 a.m.	Edward R. Murrow	Londc
5:00–5:06 a.m.	Thomas Grandin	Par
6:00–6:13 a.m.	Edward R. Murrow	Londc
7:00–7:06 a.m.	William L. Shirer	Berl
8:00–8:20 a.m.	Philip Jordan, prominent British authority on foreign affairs, with H. V. Kaltenborn	Londc
10:30–11:00 a.m.	Thomas Grandin, William Shirer, Edward R. Murrow, H. V. Kaltenborn	Par Berl Londc

Time	*Speaker*	*Origination*
1:45–2:00 p.m.	H. V. Kaltenborn	London
5:30–6:00 p.m.	*Roundup*	London Paris Budapest
10:00–10:15 p.m.	William L. Shirer	Berlin
10:30–10:45 p.m.	H. V. Kaltenborn	London
10:45–11:00 p.m.	William L. Shirer *"Hitler's Message to Daladier"*	Berlin
12 mid.–12:34 a.m.	H. V. Kaltenborn, Edward R. Murrow, Thomas Grandin, Elmer Davis, Bob Trout, Albert Warner *Roundup*	London Paris New York Washington
1:00–1:06 a.m.	H. V. Kaltenborn, Edward R. Murrow	London
1:35–1:37 a.m.	Eric Sevareid	Paris
5:00–5:06 a.m.	Eric Sevareid, Demaree Bess	Paris
7:00–7:07 a.m.	Pierre Huss, INS Berlin correspondent	Berlin
8:00–8:15 a.m.	H. V. Kaltenborn, Eric Sevareid	London Paris
11:00–11:15 a.m.	Elmer Davis	New York
2:45–3:02 p.m.	Edward R. Murrow, William L. Shirer, Elmer Davis	London Berlin New York
5:30–5:45 p.m.	Bob Trout and Elmer Davis	New York
6:30–6:40 p.m.	Eric Sevareid, Demaree Bess	Paris
6:40–7:00 p.m.	Geoffrey Crowther, Editor of Economist, H. V. Kaltenborn	London
9:00–9:40 p.m.	Edward R. Murrow, Thomas Grandin, Albert Warner, William L. Shirer, Elmer Davis *Roundup*	London Paris Washington New York
10:30–10:45 p.m.	H. V. Kaltenborn, Thomas Grandin	London Paris
10:45–11:00 p.m.	Dr. James T. Shotwell, professor at Columbia University, director of Carnegie Endowment for Peace	New York
7:00–7:07 a.m.	Alvin Steinkopf, Associated Press	Berlin
9:00–9:15 a.m.	Eric Sevareid, H. V. Kaltenborn *Interview of Americans*	London Paris
9:45–10:45 a.m.	H. V. Kaltenborn, Edward R. Murrow *Chamberlain's Address to Parliament*	London

Time	*Speaker*	*Origination*
2:45–3:00 p.m.	William Shirer, E. R. Murrow	Berl Lond
3:30–3:46 p.m.	Elmer Davis, Albert Warner *Two-Way Conversation*	New Yo Washingt
5:30–5:45 p.m.	Thomas Grandin	Pa
6:30–7:00 p.m.	H. G. Wells, author and historian, Edward R. Murrow, William Shirer	Lond Berl
8:45–9:00 p.m.	Douglas Reed, author, Edward R. Murrow	Lond
10:30–10:45 p.m.	H. V. Kaltenborn	Lond
1:00–1:13 a.m.	H. V. Kaltenborn, Jan Masaryk	Lond
7:00–7:07 a.m.	Albion Ross, foreign editor of San Francisco Chronicle	Lond
9:00–9:15 a.m.	Eric Sevareid, Edward R. Murrow, Philip Jordan	Pa Lond
2:45–3:00 p.m.	William Shirer, Edward R. Murrow	Berl Lond
3:00–3:15 p.m.	Elmer Davis	New Yo
5:30–5:45 p.m.	Edward Murrow, A. L. Eastman, Thomas Grandin	Lond Pa
6:45–7:00 p.m.	William L. Shirer, Elmer Davis, Bob Trout	Berl New Yo
7:30–8:00 p.m.	Edward R. Murrow, Thomas Grandin, Bob Trout, Albert Warner *Four-Way Conversation*	Lond Pa New Yo Washingt
9:30–10:00 p.m.	William L. Shirer, Thomas Grandin, Edward R. Murrow, Major R. Ernest Du Puy, U. S. Field Artillery, and Elmer Davis *Roundup*	Berl Pa Lond New Yo
10:45–11:00 p.m.	Rev. Robert I. Gannon, president of Fordham University *"Bright Side of a Dark Moment"*	New Yo
7:00–7:05 a.m.	Louis Lockner, Chief of Associated Press Bureau in Berlin	Berl
8:00–8:15 a.m.	Edward Murrow, Eric Sevareid	London, Pa
11:00–11:10 a.m.	Edward R. Murrow	Lond
12:00–12:05 p.m.	Elmer Davis	New Yo
2:45–3:00 p.m.	William L. Shirer	Berl
3:20–3:30 p.m.	Edward R. Murrow	Lond

Time	*Speaker*	*Origination*
4:00–4:32 p.m.	William L. Shirer	Berlin
6:30–6:40 p.m.	H. V. Kaltenborn	New York
6:40–6:45 p.m.	Lord Strabolgi, deputy leader of Labor Party in House of Lords, and Edward R. Murrow	London
	Classes of Mobilization	
6:45–6:50 p.m.	Thomas Grandin	Paris
6:50–6:55 p.m.	William L. Shirer	Berlin
6:55–7:00 p.m.	H. V. Kaltenborn	New York
10:30–10:45 p.m.	William L. Shirer, Edward R. Murrow, Thomas Grandin, Elmer Davis	Berlin, London Paris, New York
10:45–11:00 p.m.	Raymond Leslie Buell, former president of the Foreign Policy Association, and H. V. Kaltenborn	New York

NOTE: In addition to these programs, more than 150 special news bulletins were relayed to Columbia listeners during the regular program schedule.

OTHER SEPTEMBER PROGRAMS

PUBLIC AFFAIRS

AUGUST 2: Albert Warner, Columbia's new air correspondent in Washington, analyzed the Hatch Bill, then before Congress, in a special CBS broadcast, 4–4:15 p.m.

AUGUST 2: Senator Joseph C. O'Mahoney (D) of Wyoming examined the relationship between "Unemployment and the Preservation of Private Enterprise" from Washington, 10:30–10:45 p.m.

AUGUST 3: Representative Clare Hoffman (R) of Michigan discussed the problem of civil liberties in a Columbia broadcast from Washington, 10:30–10:45 p.m.

AUGUST 5: Three French People—a reporter, a secretary, and a famous head waiter—were quizzed on their political ideas and their conception of the French way of life by Thomas B. Grandin, CBS Paris representative. Among other things, Mr. Grandin attempted to determine whether the three Parisians were seriously alarmed by the possibility of European war, 6:45–7 p.m.

AUGUST 6: Major George Fielding Eliot, widely known American military expert, then on an extended European and North African tour, discussed the international situation in a Columbia broadcast from Paris. 1:45–2 p.m.

AUGUST 6: Maurice Hindus, eminent American author, spoke from Cracow, Poland, on the twenty-fifth anniversary of the founding of the Polish Army for Independence from Russia, 4:30–4:45 p.m.

AUGUST 10: A keynote address by Senator Claude Pepper (D) of Florida was the highlight of Columbia's coverage of the Young Democrats' Convention in Pittsburgh. Earlier in the broadcast, Pitt Tyson Manor, president of the Young Democrat Clubs of America, read a message to the conclave from President Roosevelt, 8:30–9 p.m.

AUGUST 10: Elmer F. Andrews, national wage and hour administrator, addressed the annual convention of the International Union of Mine, Mill and Smelter Workers in Denver, 10:30–10:45 p.m.

AUGUST 11: Eric Sevareid, young city editor of the Paris Herald and alumnus of the University of Minnesota, spoke from Paris on "Europe Today" in a special Columbia broadcast, 7:30–7:45 p.m.

AUGUST 14: Representative Joseph W. Martin (R) of Massachusetts, who led the Republican minority in the House in a fight against many New Deal measures, summarized the activities of the 76th Congress in an exclusive CBS broadcast from Boston, 8–8:30 p.m.

AUGUST 17: Senator Arthur Capper (R) of Kansas, veteran member of the upper house, discussed "The Preservation of our American Ideals" in an address under the auspices of the United States Patriotic Society, 10:30–10:45 p.m.

AUGUST 19: Representative Jennings Randolph (D) of West Virginia delivered a special address in celebration of America's first "National Aviation Day" in a Columbia broadcast from Fairmont, West Virginia, 12–12:15 p.m.

AUGUST 31: Senator Henry Cabot Lodge, Jr., (R) of Massachusetts discussed the National Convention of the Veterans of Foreign Wars at the First Corps Cadet Armory in Boston, 3:30–3:45 p.m.

SPECIAL EVENTS

AUGUST 5: The final championship round of a nationwide egg auctioneering contest, staged by the World Poultry Congress, was brought to Columbia listeners in a special broadcast from Cleveland. The actual chant of egg auctioneers in farm centers was a feature of the program. 10:15–10:30 p.m.

AUGUST 7: Mr. and Mrs. Jesse Moulton, occupants of the electrified farm at the New York World's Fair, were interviewed on the "Farm of Tomorrow" by Jim Allen Wolf, CBS announcer, 3:15–3:45 p.m.

AUGUST 18: CBS collaborated with the Hollywood film colony in honoring Gus Edwards, famous impresario, on his sixtieth birthday. Eddie Cantor, Jack Benny, and Bob Burns were among the speakers paying tribute to Edwards. 12:30–1 a.m.

AUGUST 23: Bob Edge, Columbia's hunting and fishing expert, previewed the international tuna angling championships from Yarmouth, Nova Scotia. 7:5–7:30 p.m.

AUGUST 23: A one-hour adaptation of Paul Green's play, "The Lost Colony," was heard by CBS listeners, as part of the third annual summer pageant at Roanoke Island. Professional actors as well as townspeople of Manteo, North Carolina, took part in the radio production, 9:0 p.m.

AUGUST 26: Ted Husing presented a stroke-by-stroke account of concluding matches in the Wightman Club play, in which America defeated the English tennis team decisively. Husing returned to the microphone later in the afternoon with a summary and a sharp analysis of the competition, 2–4:45 p.m., 5:15–5:30 p.m.

AUGUST 26: Announcer Harry Nash summarized the results of the Women's Amateur Golf Championship from the Wee Burn Country Club in Noroton, Connecticut, scene of the competition. 6:05–6:15 p.m.

AUGUST 27: Bill Henry, noted Los Angeles sports writer and Olympic official, presented a preview of the 1940 Olympics from Helsinki, Finland. Henry estimated the track and field strength of the Finnish Olympic Team, rated America's most likely rival for premier honors in that division of the games, 1:30–1:45 p.m.

AUGUST 31: Mrs. Franklin D. Roosevelt, Rear Admiral Emory S. Land, and John M. Franklin, president of the United States Line, gave Columbia listeners a first-hand picture of the exercises celebrating the debut of the S.S. America, the largest American passenger liner, 12–12:15 p.m.

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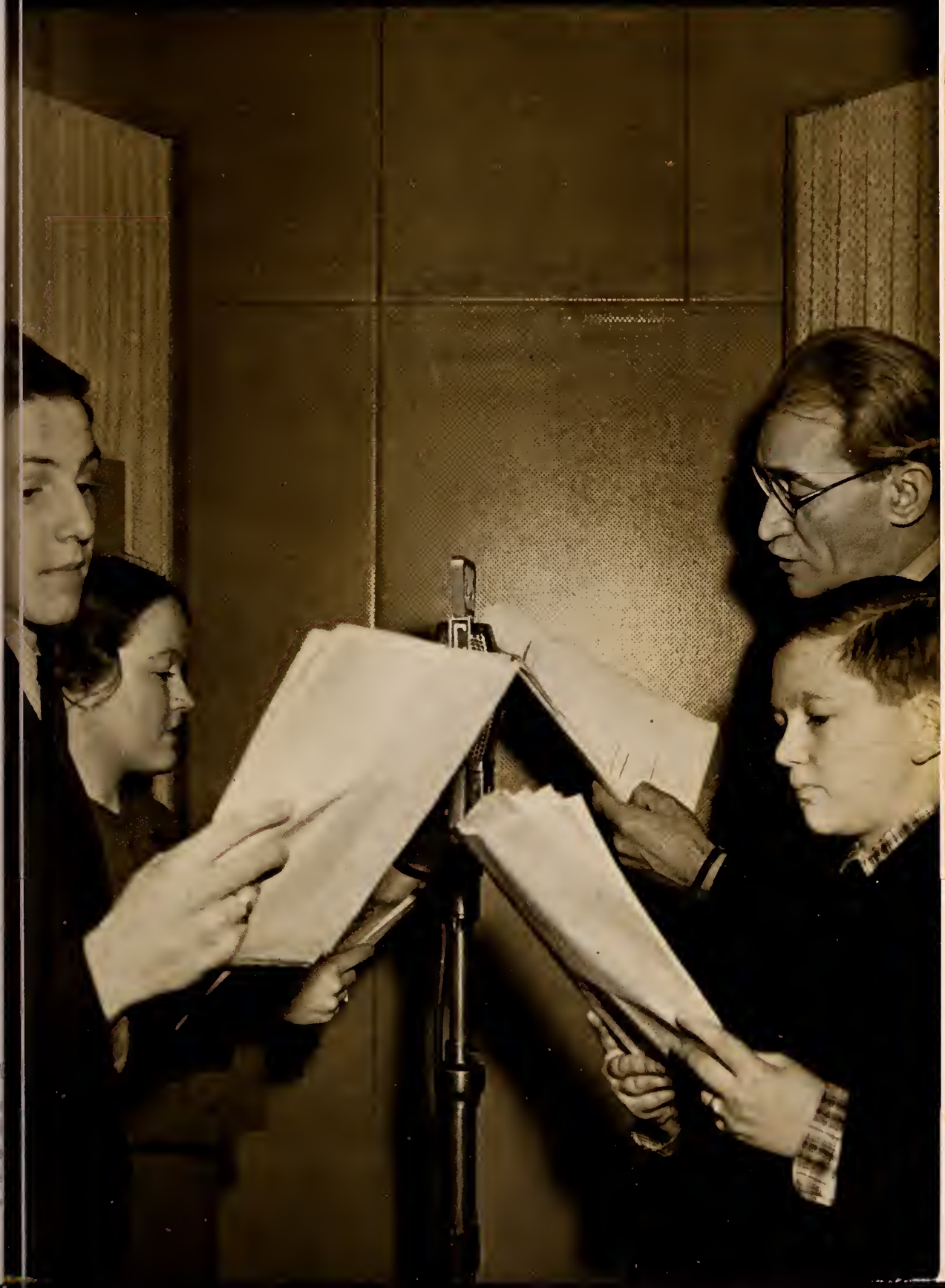
chool of the Air," entering its eleventh year, is heard in more than 150,000 classrooms in the United States. See Page 39.



OCTOBER, 1939

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THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

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AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper C Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking To
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
e Romance of Helen Trent *S al drama*	Mon. thru Fri. 12:30–12:45 p.m. 34 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	303 Weeks
e Human Side of the News, Evin C. Hill *N s*	Mon. thru Fri. 6:05–6:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	60 Weeks
u Hit Parade rl Warnow's Orchestra, Ross, Bea Wain and the ri Macs *P ular music and vocalists*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 61 CBS stations ORIGINATES: WABC	Lord & Thomas	178 Weeks
n ernie and All the Lads th ew Lehr, Buddy Clark, ry small, and Manny Prager *M c and comedy* gi ing October 8)	Sunday 5:30–6:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* 52 CBS stations ORIGINATES: WABC	Young and Rubicam, Inc.	
r al, Sunday *S l drama* o KOLYNOS COMPANY)	Wed., Thurs., Fri. 12:45–1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	139 Weeks
od Husband h elen Menken, presented th Famous Actors' Guild *S l drama*	Tuesday 7:30–8:00 p.m. 49 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	420 Weeks

Th gures indicate the total number of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
BOWEY'S, INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juic

PROGRAM	TIME	AGENCY	ON CBS*
ew and Rhythm th odd Hunter, reporter; Dave ic novachordist and Carl h garten's Orchestra *T and music*	Sunday 11:05–11:30 a.m. *Rebroadcast* *2:30–3:00 p.m.* 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	17 Weeks
au Sullivan Reviews e ews *N s*	Sun. thru Fri. 11:00–11:15 p.m. *Rebroadcasts* *11:30–11:45 p.m.* *1:00–1:15 a.m.* 35 CBS stations ORIGINATES: LOUISVILLE	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks
r Nighter th Barbara Luddy and s emayne *Lma at the "Little Theater o Times Square"*	Friday 9:30–10:00 p.m. 50 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	87 Weeks
anbell Playhouse rs Welles, director, and ies stars *Lma*	Sunday 8:00–8:55 p.m. *Rebroadcast* *10:00–11:00 p.m.* 67 CBS stations 14 CBC stations ORIGINATES: WABC	Ward Wheelock Company	251 Weeks
m 'n' Andy *S al comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 58 CBS stations ORIGINATES: KNX		
re la Curtis *D matic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *2:30–2:45 p.m.* 57 CBS stations ORIGINATES: WABC		

**T figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRO
CAMPBELL SOUP COMPANY *Continued*	Franco-American Spaghe
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Sha Cue Liquid Dentifrice

PROGRAM	TIME	AGENCY	ON CBS*
Met the Dixons" ithBarbara Weeks and ichrd Widmark *Dnestic Serial* (hi eries ends October 6)	Mon. thru Fri. 9:15–9:30 a.m. 16 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	251 Weeks
ny Ross *S gs* (gi ing October 9)	Mon., Wed., Fri. 11:05–11:15 a.m. *Rebroadcast* *1:50–2:00 p.m.* 51 CBS stations ORIGINATES: WABC		
ajr Bowes' **ri nal Amateur Hour** *Ateurs, with* Major Bowes *a laster of Ceremonies*	Thursday 9:00–10:00 p.m. 76 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	186 Weeks
ol te Ask-It Basket cWilliams, MC *Qstions and answers*	Thursday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 60 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	189 Weeks
r ge As It Seems *l matizations of unusual facts*	Thursday 8:30–8:55 p.m. *Rebroadcast* *12:00–12:25 a.m.* 52 CBS stations ORIGINATES: WABC		
an Busters *P ce-file dramatizations* (egning October 21)	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 61 CBS stations ORIGINATES: WABC		

**Th figures indicate the total number of weeks in hich the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PRO
COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Cashmere Bouquet Produ Halo Concentrated Super Sud Palmolive Soap Colgate Tooth Powder
COLUMBIA RECORDING CORPORATION	Columbia Records
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
CORN PRODUCTS SALES CO.	Kre-Mel Dessert Linit

PROGRAM	TIME	AGENCY	ON CBS*
aye King's Orchestra *Popular music* (Beginning October 21)	Saturday 8:30–9:00 p.m. 61 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	189 Weeks
yr and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 71 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
ill p House ar ng Bess Johnson *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 74 CBS stations ORIGINATES: WABC		
ep nother *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* 25 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
ou ; Man With A Band es orchestra, John H. Hammond, , anotator, and Dan Seymour, MC *Music and comments*	Friday 10:30–11:00 p.m. 30 CBS stations ORIGINATES: WABC	Ward Wheelock Company	1 Week
et Kitty Kelly *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* 43 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	236 Weeks
ci y Girl *Dramatic serial* (Beginning October 9)	Mon. thru Fri. 3:15–3:30 p.m. 43 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	248 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRO
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORP.	"Ethyl" Gasoline
FELS & COMPANY	Fels-Naphtha Soap
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Grape Nuts Sanka

PROGRAM	TIME	AGENCY	ON CBS*
elor's Children *ial drama*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyng-ham, Inc.	248 Weeks
-Up Time ng Tony Martin, Kostelanetz's Orchestra, Thompson's Rhythm Singers Laughlin, and guest stars *sical variety*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 63 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	33 Weeks
y Lobby Dave Elman, Harry Salter's stra and guest *rviews and music* ing October 8)	Sunday 5:00–5:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 56 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	120 Weeks
ay Evening Hour Symphony Orchestra and s, with Fritz Reiner, guest ctor, and soloists *h Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 79 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	287 Weeks
Smith Hour he Group Theater, Abbott and lo, "Snow Village Sketches," ollins, Jack Miller and rchestra, and guests *sic, comedy, and drama* ning October 6)	Friday 8:00–8:55 p.m. *Rebroadcast* *12:00–1:00 a.m.* 73 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	240 Weeks
he People abriel Heatter, Harry von Zell uests *l-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 73 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	

**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PROD
GENERAL FOODS CORPORATION *Continued*	Diamond Crystal Salt Calumet Baking Powder Swans Down Cake Flour Calumet Baking Powder Swans Down Cake Flour La France Satina Minute Tapioca Postum
GENERAL MILLS, INC.	Wheaties Corn Kix
GRIFFIN MANUFACTURING COMPANY, INC.	Griffin Shoe Polishes

PROGRAM	TIME	AGENCY	ON CBS*
Ka· Smith Speaks *lks and interviews* (Beginning October 9)	Mon. thru Fri. 12:00–12:15 p.m. 63 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	240 Weeks
Myson and I it Betty Garde and Kingsley Co n *rial drama* (Beginning October 9)	Mon. thru Fri. 2:45–3:00 p.m. 63 CBS stations ORIGINATES: WABC		
Joye Jordan, Girl Interne *rial drama*	Mon., Wed., Fri. 12:00–12:15 p.m. Beginning October 9 Mon. thru Fri. 3:00–3:15 p.m. 50 CBS stations ORIGINATES: WABC		
Lu and Abner *medy sketches*	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 54 CBS stations ORIGINATES: KNX		
By Kathleen Norris *amatization of "Woman in Love"* (Beginning October 9)	Mon. thru Fri. 5:00–5:15 p.m. 29 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	460 Weeks
Bil and Betty *rial drama* (Beginning October 9)	Mon. thru Fri. 5:15–5:30 p.m. *Rebroadcast* *6:00–6:15 p.m.* 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Fir to Shine, it Hal Kemp's Orchestra nd Guests *sical variety*	Tuesday 10:00–10:30 p.m. 42 CBS stations ORIGINATES: WABC	Bermingham, Castleman & Pierce, Inc.	47 Weeks

*T figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
INTERNATIONAL SILVER COMPANY	Sterling Silver
KOLYNOS COMPANY	Kolynos Toothpaste

PROGRAM	TIME	AGENCY	ON CBS
...n Guild Theatre ...Roger Pryor, MC, ...stars as guests. ...scar Bradley's Orchestra *...ty and drama*	Sunday 7:30–8:00 p.m. 63 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	294 Weeks
...lulu Bound ...g Phil Baker, "Bottle", ...drews Sisters, and ...Murray's Orchestra *...nedy and musical variety* ...eries ends October 4)	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 61 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	37 Weeks
...arce and His Gang ...Billy House, Don Reid, ...and Carl Hoff's orchestra *...sic and comedy* ...ning October 11)	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 61 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	
...ppened in Hollywood ...Martha Mears, John Conte and ...Dunstedter's Orchestra *...sical variety*	Mon., Wed., Fri. 5:30–5:45 p.m. Beginning October 10 Mon. thru Fri. 30 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	110 Weeks
...Theatre ...d Nagel, Narrator-director, ...est stage and screen stars *...ma* ...ning October 8)	Sunday 6:00–6:30 p.m. 48 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	81 Weeks
...Gal, Sunday *...al drama* ...so ANACIN COMPANY)	Mon. and Tues. 12:45–1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	406 Weeks

...e figures indicate the total number of weeks ...which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORP.	Hind's Honey and Almond
LEVER BROTHERS COMPANY	Rinso Lifebuoy Lux Toilet Soap

PROGRAM	TIME	AGENCY	ON CBS*
uy Lombardo and His rchestra *Popular music*	Monday 10:00–10:30 p.m. 47 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	303 Weeks
rand Central Station *Dramatic sketches*	Friday 10:00–10:30 p.m. 51 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	117 Weeks
urns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Drum Bradley, announcer *Music and comedy*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 51 CBS stations ORIGINATES: KNX	William Esty & Co.	202 Weeks
Big Town Starring Edward G. Robinson *Dramatic*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 67 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	159 Weeks
Tuesday Night Party Starring Walter O'Keefe, Mary Martin with Bobby Dolan's Orchestra and guest stars *Music and comedy*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:00–12:30 a.m.* 61 CBS stations 26 CBC stations ORIGINATES: WABC		
Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 61 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	

**Figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PROD
LEVER BROTHERS COMPANY *Continued*	Rinso
	Spry
	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
PENN TOBACCO COMPANY	"Kentucky Club" Pipe Tobacco
PERSONAL FINANCE COMPANY	Personal Loan Service

PROGRAM	TIME	AGENCY	ON CBS*
ig ister itl Alice Frost and Martin Gabel *Sial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 67 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	159 Weeks
m Jenny's Real Life Stories *matic sketches*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* 61 CBS stations ORIGINATES: WABC		
he ife and Love of Dr. Susan *Sial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* 63 CBS stations 26 CBC stations ORIGINATES: WABC	J. Walter Thompson Company	
an Whiteman and His **rcestra,** with Joan Edwards, lar Dennis, and The Modernaires *sical variety*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–12 mid.* 91 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	350 Weeks
ox'op— arl and Wally *erviews* Beg ning October 5)	Thursday 7:30–8:00 p.m. 53 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
oclarclay's Daughters *Sial drama*	Mon. thru Fri. 2:00–2:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	99 Weeks

The gures indicate the total uumber of weeks in ich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Chipso

PROGRAM	TIME	AGENCY	ON CBS*
Saturday Night Serenade Ma Eastman, soprano; Bill Perry, en, and Gustav Haenschen's Orchestra and Chorus *Musical*	Saturday 9:45–10:15 p.m. 52 CBS stations ORIGINATES: WABC	Gardner Advertising Company	308 Weeks
May Lee Taylor Home economist; Bob Trout, News *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 60 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Dramatization "Perfect Crime," Floyd Sherman, Roger Kinney, Genevieve Rowe, "Berly," Glenn Cross, Ray Bloch's Swing 14 *Musical variety and dramatic interludes*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 76 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	159 Weeks
Professor Quiz With Bob Trout *Questions and Answers*	Friday 7:30–8:00 p.m. *Rebroadcast* *9:00–9:30 p.m.* 52 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	252 Weeks
The Goldbergs *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 28 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 35 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Road of Life *Serial drama*	1:30–1:45 p.m. 23 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PROD
THE PROCTER & GAMBLE COMPANY *Continued*	Crisco
	Chipso
	Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
PURITY BAKERIES SERVICE CORP.	Taystee Bread
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking To

PROGRAM	TIME	AGENCY	ON CBS
Th Day Is Ours *rial drama*	1:45–2:00 p.m. 37 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	252 Weeks
Iahattan Mother *rial drama*	Mon. thru Fri. 9:00–9:15 a.m. 12 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
innie Fidler *llywood news reporter*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 58 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
Vhen a Girl Marries *rial drama*	Mon. thru Fri. 12:15–12:30 p.m. 49 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	18 Weeks
Kaenborn Edits The News *ws Analysis*	Mon., Wed., Fri. 6:30–6:45 p.m. 39 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	22 Weeks
Sm in' Ed McConnell (Beginning October 16)	Mon. thru Fri. 4:45–5:00 p.m. 16 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	26 Weeks
"Bandie" it Penny Singleton and Artur Lake *mestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 87 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	326 Weeks
Bo Crosby's Orchestra it Johnny Mercer, singer the Bobcats *sical variety*	Tuesday 9:30–10:00 p.m. 88 CBS stations ORIGINATES: ON TOUR		

**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

CLIENT	PROD
SEALTEST, INC.	Sealtest System of Laborat Control of Milk and Ice Cre
TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gun Wrigley's Spearmint Gum

PROGRAM	TIME	AGENCY	ON CBS*
u Family and Mine *S al drama*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	22 Weeks
ex o Star Theatre ith en Murray, MC, ra es Langford, Kenny Baker, m Wallington, and David ro man's Orchestra; ra i with Broadway and ol wood Stars, Burns Mantle, ra tic critic	Wednesday 9:00–10:00 p.m. 91 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	120 Weeks
lo l Minstrels ith om Howard and George e n, the Eton Boys and ay loch's Orchestra *(edy and music*	Monday 8:30–9:00 p.m. *Rebroadcast* *11:30–12 mid.* 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	226 Weeks
at vay to Hollywood na ts of talent quest *Sial drama*	Sunday 6:30–7:00 p.m. 62 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	283 Weeks
ea ergood Baines *Sial drama*	Mon. thru Fri. 5:45–6:00 p.m. 72 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	

T figures indicate the total number of weeks in hich the client has used CBS facilities.

CBS SPONSORED PROGRAMS

	CLIENT	PROD
COLUMBIA PACIFIC NETWORK	AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
	BATHASWEET CORPORATION	Bathasweet Products
	MENNEN COMPANY	Mennen Shave Products
	GENERAL MILLS, INC. (Sperry Flour Co.)	Wheaties
	S AND W FINE FOODS, INC.	S & W Coffee S & W Canned Foods
	STEPHANO BROTHERS	"Marvels" Cigarettes
	TIDEWATER ASSOCIATED OIL CO.	"Flying A" Gasoline
	UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil
COLUMBIA CALIFORNIA NETWORK	EUCLID CANDY COMPANY OF CALIFORNIA, INC.	Candy Bars

PROGRAM	TIME	AGENCY	ON CBS*
Garred's Newsstand *ws*	Mon. thru Fri. 5:45–6:00 p.m. PST ORIGINATES: KSFO	McCann-Erickson, Inc.	1 Week
rise Edition, Streamline **lines,"** ting Bob Garred *ws reports* ning October 16)	Tues., Thurs. 7:30–7:45 a.m. PST Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KSFO	H. M. Kiesewetter Advertising Agency	Starts Oct. 17 43 Weeks
y hildren *matic serial* ning October 9)	Mon. thru Fri. 8:45–9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	460 Weeks
t a Divorce *matic sketches* eries ends October 11)	Friday 7:00–7:15 p.m. PST ORIGINATES: KNX	Emil Brisacher and Staff	50 Weeks
rts Huddle" Tom Breneman and n Dyer *rts news*	Tues., Thurs., Sat. 7:30–7:45 p.m. PST ORIGINATES: KSFO	The Aitkin-Kynett Co.	9 Weeks
ic Coast Conference all Games *e-witness accounts*	Saturday 2:15–5:00 p.m. ORIGINATES: VARIOUS STATIONS	Lord & Thomas	1 Week
on Oil Program" *era and light opera in tabloid form*	Thursday 9:30–10:00 p.m. ORIGINATES: KNX	Lord & Thomas	Starts October 5
id Ballot Box Sam Hayes *e people vote*	Monday 9:30–9:45 p.m. PST Beginning October 5 Thursday *8:15–8:30 p.m.* PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	97 Weeks

**T figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

	CLIENT	PROD
COLUMBIA CALIFORNIA NETWORK	RIO GRANDE OIL, INC.	Petroleum Products
COLUMBIA DIXIE NETWORK	COLGATE-PALMOLIVE-PEET CO.	Octagon Products
COLUMBIA MIDWESTERN NETWORK	GENERAL MILLS, INC.	Gold Medal Flour
COLUMBIA NEW ENGLAND NETWORK	ATLANTIC REFINING CO.	Atlantic White Flash Gaso Atlantic Motor Oil
WABC	J. W. BEARDSLEY SONS	Foods and Canned Foods
	BOND STORES, INC.	Men's Clothing
	LIGGETT DRUG COMPANY, INC.	Fountain Service
	QUAKER OATS COMPANY	Aunt Jemina's Pancake Fl
	BOSCO COMPANY	Bosco (Milk Amplifier)
	BROWN & WILLIAMSON TOBACCO CORP.	Raleigh Cigarettes
	BULOVA WATCH COMPANY	Bulova Watches

PROGRAM	TIME	AGENCY	ON CBS*
ll g All Cars *P ce file dramatizations*	Tuesday 7:00–7:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	304 Weeks
Wman of Courage" *S al drama*	Mon. thru Fri. 10:45–11:00 a.m. ORIGINATES: WABC	Benton & Bowles. Inc.	11 Weeks
arine's Golden Store *amic serial* egi ing October 9)	Mon. thru Fri. 4:15–4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert. Inc.	460 Weeks
ol Cross University ootall Games *ay-play descriptions*	Saturday 2:00–4:30 p.m. ORIGINATES: WORC	N. W. Ayer & Son, Inc.	111 Weeks
he lorning Almanac atu ng Phil Cook	Tues., Thurs., Sat. 7:30–7:45 a.m. Mon. thru Sat. 7:15–7:30 a.m. Mon., Wed., Fri. 7:30–7:45 a.m. Tues. thru Sat. 8:30–8:45 a.m.	Neff-Rogow, Inc. Sherman K. Ellis, Inc.	1 Week 3 Weeks 37 Weeks 12 Weeks
ew Program	Mon. thru Sat. 6:00–6:05 p.m.	Kenyon & Eckhardt, Inc.	34 Weeks
el llen's Sports Review *F tball previews and results*	Thurs. and Sat. 6:15–6:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks
im Signals	Mon. thru Sun. 10 Times daily	The Biow Company	525 Weeks

*Th gures indicate the total number of weeks in ich the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
CHRYSLER CORPORATION (DODGE DIVISION)	Dodge Automobiles
GENERAL MILLS, INC.	Wheaties
CHARLES B. KNOX GELATINE CO., INC.	Knox Gelatine
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO.	Rem Rel
MELVILLE SHOE COMPANY	Thom McAn Shoes
RUDOLPH WURLITZER COMPANY	Musical Instruments

PROGRAM	TIME	AGENCY	ON WABC*
ol Trout *Ns*	Saturday 9:45–10:00 p.m.	Ruthrauff & Ryan, Inc.	186 Weeks
ewYork Giants' **ooball Games** *Pv-by-play accounts*	Sunday Oct. 1 & 8 only 2:35–5:00 p.m.	Knox Reeves Advertising, Inc.	460 Weeks
ehAllen's Football Previews *Iviews of college games*	Saturday 2:15–2:30 p.m.	Kenyon & Eckhardt, Inc.	49 Weeks
ieard Maxwell *hns and talks*	Mon., Wed., Fri. 3:45–4:00 p.m.	William Esty & Co., Inc.	52 Weeks
heOdd Side of the News ithCharles Stark	Mon. thru Sat. 8:15–8:20 a.m.	The Joseph Katz Co.	Starts Oct. 2
ar Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	43 Weeks
Te in the Spotlight"	Mon. thru Sat. 8:20–8:25 a.m.	Schwimmer and Scott	3 Weeks

T figures indicate the total number of weeks in hich the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS . . . . . *Page 34*
2. SERIOUS MUSIC . . . . . *Page 35*
3. EDUCATIONAL PROGRAMS . . . . *Page 38*
4. RELIGIOUS BROADCASTS . . . . *Page 42*
5. CHILDREN'S PROGRAMS . . . . . *Page 43*
6. SPECIAL EVENTS . . . . . *Page 44*
7. PUBLIC AFFAIRS . . . . . *Page 45*
8. PERSONALITIES . . . . . *Page 45*
9. DRAMATIC SERIES . . . . . *Page 46*
10. VARIETY . . . . . *Page 47*
11. LIGHT MUSIC . . . . . *Page 48*

ADDENDA: SEPTEMBER PROGRAMS . . . . . *Page 49*

NEWS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
News Summaries, Analyses and Broadcasts from Europe VARIOUS HOURS MONDAY THRU SUNDAY	Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule: *European broadcasts:* Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00–8:15 a.m., 6:45–7:00 p.m., MONDAY THRU FRIDAY; 8:00–8:15 a.m., 6:30–7:00 p.m., SATURDAY; 9:00–9:15 a.m., 7:00–7:30 p.m., SUNDAY. *News summaries:* Latest Associated Press, United Press, and International News Service dispatches: 11:00 a.m., 3:30, 6:00 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 11:00 a.m., approximately 3:30 p.m., 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 11:00 a.m., 1:30, 4:55 p.m., 1:55 a.m., SUNDAY. *News analyses:* H. V. Kaltenborn, 6:30–6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis and the News, 8:55–9:00 p.m., MONDAY THRU SUNDAY.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIP
New York Philharmonic-Symphony Orchestra 3:00–4:55 p.m. EACH SUNDAY BEGINNING OCTOBER 15	The New York Philharmonic-Sympho chestra enters its tenth consecutive broadcasting as an exclusive Columb work feature. John Barbirolli, brilliant English conductor, returns for his fou son as permanent director of the orchest Deems Taylor, Columbia's music co and an eminent critic, remains the p commentator. From Carnegie Hall this OCTOBER 15: *Berlioz:* Overture to "Ben Cellini"; *Mozart:* Symphony in C maj 34; *Weinberger:* Variations and Fugue the Spreading Chestnut Tree"; *Franck* phony in D minor. OCTOBER 22: All *Wagner:* Overture to hauser"; Good Friday Music from "Par Excerpts from "Die Meistersinger": to Act III, "Dance of the Apprentices, trance of the Masters," and "Hom Sachs"; "Siegfried's Rhine Journey." March, Immolation Scene from "C daemmerung," HELEN TRAUBEL, sopra OCTOBER 29: *Gilbert:* A Comedy Over Negro Themes; *Mozart:* Concerto f Pianos in F major. JOSEF AND ROSINA LH pianists; *Verdi:* Two Preludes from "I viata"; *Debussy:* "La Mer."

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Cincinnati Conservatory of Music 11:05–12 noon EACH SATURDAY	The Cincinnati Conservatory of Music opens its sixth season of Saturday concerts over the Columbia network. A symphony orchestra and string orchestra, both composed of students and faculty members, perform under various conductors. Alexander von Kreisler conducts the opening broadcast and Howard Colf is violin soloist.
Curtis Institute of Music 4:00–4:30 p.m. EACH MONDAY BEGINNING OCTOBER 16	The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh consecutive season on CBS. Faculty members and students perform in a symphony orchestra and in several chamber music groups. Fritz Reiner conducts frequently during the series.
Goin' South 2:30–3:00 p.m. EACH SUNDAY	Clyde Barrie, Negro baritone, the Deep River Boys quartet, and Charles Paul, organist, present a program of songs and spirituals.
Columbia Broadcasting Symphony 3:00–4:00 p.m. SUNDAY, OCTOBER 1 3:00–4:30 p.m. SUNDAY, OCTOBER 8	Howard Barlow, director of the Columbia Broadcasting Symphony, concludes his fourth season of Sunday concerts on CBS. On October 8 the orchestra joins with Ted Cott's "So You Think You Know Music" program in the final broadcast for both features.
Exploring Music 5:00–5:30 p.m. TUESDAY, OCTOBER 3	Bernard Herrmann conducts the Columbia String Orchestra each Tuesday in programs featuring lesser-known short classical works.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

PROGRAM AND TIME	DESCRIPTION
Story of the Song 4:00–4:30 p.m. EACH TUESDAY	Each week Columbia presents outstandi cert singers in selections of great c music. Artists include Genevieve soprano; Ruth Carhart, contralto; W Hain, tenor; and Hubert Hendrie, ba The schedule for October: OCTOBER 3: Songs of Erich Wolff, the accompanist. OCTOBER 10: "Four Serious Songs" by B Frederick Lechner, guest soloist. OCTOBER 17: Four Poems for voice, vio piano by Charles M. Loeffler. Suzanne guest soloist.
Salt Lake City Tabernacle Choir 12:30–1:00 p.m. EACH SUNDAY	This world famous choir sings selecti religious music weekly from one of Am greatest auditoriums, the Salt Lake City nacle. Frank Asper, Tabernacle organ, companies the choir.
Greenfield Village Chapel 8:45–9:00 a.m. EACH WEDNESDAY	This new Columbia series features the of the Greenfield Village Chapel chi choir. The broadcast originates in Gre Village and is brought to the network i mote from WJR, Columbia's station in D
Walberg Brown Strings 1:35–2:00 p.m. EACH SUNDAY	A string ensemble, under the direction berg Brown, musical director of Colu Cleveland station, WGAR, plays cl selections in this Sunday series.

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S. J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Americans at Work 10:30–11:00 p.m. EACH THURSDAY	Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. Workers and craftsmen address the CBS audience directly from laboratories, tunnels, ranches, workshops, filling stations, and city rooms all over the country. The October schedule: OCTOBER 5: Red Cross Worker OCTOBER 12: Artist OCTOBER 19: Life Insurance Agent OCTOBER 26: Forest Ranger
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four American citizens at dinner and discusses current social problems with them. His guests on October 7 will be four United States Senators, who will discuss the problem of American neutrality.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPTI
American School of the Air 9:15–9:45 a.m. *Rebroadcast* 3:30–4:00 p.m. MONDAY THRU FRIDAY STARTING OCTOBER 9	On October 9 the AMERICAN SCHOOL OF AIR starts its eleventh consecutive season Columbia network. Officially adopted as of the educational program of four state broadcasts are heard in 150.000 class all over the country. The schedule for school-day of the month: MONDAYS—*Frontiers of Democracy* OCTOBER 9: The World of Tomorrow. OCTOBER 16: Men Against the Weather. OCTOBER 23: Tomorrow's Farming. OCTOBER 30: Test Tube Agriculture. TUESDAYS—*Folk Music of America* OCTOBER 10: Preview of Songs. OCTOBER 17: Cowboy Songs (On the trail OCTOBER 24: Cowboy Songs (Around the campfire). OCTOBER 31: Sea Shanties. WEDNESDAYS—*New Horizons* OCTOBER 11: Birth of a New World OCTOBER 18: New Lands and New Horizo OCTOBER 25: Gold Rush from Spain. THURSDAYS—*Tales from Far and Nea* OCTOBER 19: Meader—"Who Rides in the Dark?" OCTOBER 26: Stong—"High Water." FRIDAYS—*This Living World* OCTOBER 13: The Third Term. OCTOBER 20: What Our Taxes Buy. OCTOBER 27: Spending for Recovery.

PROGRAM AND TIME	DESCRIPTION
Highways to Health 4:30–4:45 p.m. EACH WEDNESDAY	The New York Academy of Medicine arranges these instructive medical talks for laymen. Dr. Iago Galdston is in charge. OCTOBER 4: Dr. Lewis A. Conner, consulting physician, New York Hospital: "Harmless Disorders of the Heart." OCTOBER 11: Dr. Frank C. Combes, assistant dermatologist, Willard Parker Hospital: "False Claims as to the Effects of Patent Salves on Skin." OCTOBER 18: Dr. Ellice M. Alger, professor of ophthalmology, Post Graduate Medical School and Hospital; "Let There Be Sight—The Prevention of Blindness." OCTOBER 25: Dr. Murray H. Bass, associate pediatrician, Mt. Sinai Hospital: "Nose Drops and Colds."
Men Behind the Stars 4:30–4:45 p.m. EACH FRIDAY	The discoveries of astronomers throughout the ages are dramatized in this series, presented by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum. October's programs include the stories of Taurus, Sagita, Ara, and Aries.
"Bull Session" 10:00–10:30 a.m. EACH SATURDAY	Students at a group of mid-western universities hold extemporaneous, informal discussions of important social and political problems.
Of Men and Books 4:30–4:45 p.m. EACH TUESDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPT
Adventures in Science 4:30–4:45 p.m. EACH MONDAY	Watson Davis interviews prominent scie is on these programs, planned in conju i with Science Service, Incorporated. OCTOBER 2: Dr. Orrin C. Dunlap, chief st nist, Abbott Laboratories. OCTOBER 9: Mr. H. S. Fairbank, inform io chief, U. S. Public Roads Administratio OCTOBER 16: Dr. Abel Wolman, chief eng er Maryland State Health Department; pro so of sanitary engineering, Johns Hopkins n versity.
What Price America? 1:00–1:30 p.m. EACH SATURDAY	This series of thirteen documentary prog m prepared by CBS and the Department of th Interior, dramatizes America's effort to o serve her natural resources. Programs in to ber describe the Boulder Dam and the d a Grand Coulee.
Democracy in Action 2:00–2:30 p.m. EACH SUNDAY	This series, presented by CBS in coope io with the United States Office of Educatio d scribes the working of American govern en
Dr. Frank Brawley 6:15–6:30 p.m. TUESDAY, OCTOBER 10	Dr. Frank Brawley speaks on the topic, "I ep ing the Eye and Ear Doctor Up-to-Date." Th broadcast originates in the studios of WBM in Chicago.
What's Art to You? 6:30–6:45 p.m. EACH SATURDAY BEGINNING OCTOBER 14	Columbia joins with the Museum of Mo er Art in presenting this unusual progra talks and interviews about contemporar ar tists. Holger Cahill, four years head o th Federal Art Project of the Works Pro es Administration and an authority on Ame ca folk art, will serve as master of ceremoni.

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The *Church of the Air is* presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. Services are conducted by representatives of the major faiths. The October schedule: OCTOBER 1: *Morning*—Rev. Dr. Vaughan Dabney, Andover Newton Theological School, Newton Centre, Massachusetts (Congregational). *Afternoon*—Rev. Richard M. McKeon, S.J., dean, St. Joseph's College, Philadelphia. OCTOBER 8: *Morning*—Dr. Arlo A. Brown, president, Drew University, Madison, New Jersey (Methodist). *Afternoon*—Dr. John A. Widtsoe, member of Council of Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah (Mormon). OCTOBER 15: *Morning*—Rev. Richmond Arnold Fewlass, Washington Heights Baptist Church, New York City. *Afternoon*—Rt. Rev. Monsignor Thomas J. McDonnell, national director, Society for the Propagation of the Faith, New York City. OCTOBER 22: *Morning*—Rev. Dr. Albert J. McCartney, The Covenant-First Presbyterian Church, Washington, D.C. *Afternoon*—Mr. John A. Meeker, C.S., former First Reader, Second Church of Christ, Scientist, New York City. OCTOBER 29: *Morning*—Prof. Alfred Rehwinkel, Concordia Seminary, St. Louis, Missouri (Lutheran). *Afternoon*—Rabbi Morris Goldstein, Congregation Sherith Israel, San Francisco, California.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRI
RELIGIOUS BROADCASTS *Continued*	**Wings Over Jordan** 9:30–10:00 a.m. EACH SUNDAY	This program of religious talks and sp tu is presented by outstanding Negro lead s educators and a choir of thirty-five voi s. OCTOBER 1: Dr. E. C. Smith, pastor, Me p tan Baptist Church, Washington, D.C. OCTOBER 8: Dr. W. A. Jennings, pastor, rn A. M. E. Church, Tulsa, Oklahoma. OCTOBER 15: Dr. William N. DeBerry, st Congregational Church, Springfield, M s. OCTOBER 22: Dr. R. Nathaniel Dett, dir or music, Bennett College, Greensboro, N . OCTOBER 29: Dr. John W. Mitchell, N io Federation of Colored Farmers, Gree bo N.C.
CHILDREN'S PROGRAMS	**"March of Games"** 5:30–5:45 p.m. TUESDAY AND THURSDAY OCTOBER 3 AND 5 10:30–11:00 a.m. EACH SUNDAY BEGINNING OCTOBER 8	Children who like to ask questions a ch dren who prefer to answer them are bot giv opportunity in this CBS series. Puzzl sul mitted by young listeners are posed fo equally young contestants, and prizes a rd Arthur Ross is schoolboy master- ce monies and Sybil Trent "Miss Drum ajo of the program.
	"Let's Pretend" 12:30–1:00 p.m. EACH SATURDAY	The world's great fairy tales and gin fantasies are dramatized by Nila Ma an presented by a cast of child actors.
	"So You Want To Be—" 4:30–4:45 p.m. EACH THURSDAY BEGINNING OCTOBER 12	Successful persons in many professi s interviewed by youngsters who want to ll in their footsteps. The program is pr ent in cooperation with *Young America* ma zi

PROGRAM AND TIME	DESCRIPTION
President Roosevelt—Mobilization for Human Needs 10:30–11:00 p.m. MONDAY, OCTOBER 9	President Roosevelt launches the 1939 Community Mobilization for Human Needs with an address broadcast over Columbia's entire nation-wide network. The President, speaking from Washington, is introduced to the radio audience by Charles P. Taft, chairman of the Mobilization campaign, who talks from Indianapolis. The President's address is introduced and concluded with music by the United States Army Band, while the Indianapolis Symphonic Choir under the direction of Elmer Andrew Steffen presents a group of selections on the Indianapolis portion of the program.
Football—Ted Husing 2:30–5:30 p.m. EACH SATURDAY	Columbia's schedule of football broadcasts is flexibly adapted to developments in the 1939 gridiron campaign. Each week Ted Husing presents a lucid, play-by-play account of one of the most important contests of the day. A broadcast of the Princeton-Cornell tussle at Princeton is slated for October 14.
70th Jerome Handicap 4:15–4:45 p.m. THURSDAY, OCTOBER 5	Bryan Field concludes his eye-witness accounts of the season's major stake races with a description of the 70th Jerome Handicap from the Belmont Park Race Track in Belmont Park, Long Island.
Henry Noble MacCracken 10:45–11:00 p.m. SATURDAY, OCTOBER 21	Dr. Henry Noble MacCracken, president of Vassar College, speaks in connection with the celebration of the college's seventy-fifth anniversary.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIP
PUBLIC AFFAIRS	**"Columbia's Country Journal"** 12:00–12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's farm re presents a weekly roundup of agric news and conducts interviews in whi tinguished farm leaders participate. Tl gram originates at Stookey's home-s KMOX, in St. Louis.
	Burton K. Wheeler 5:30–6:00 p.m. SUNDAY, OCTOBER 1	Senator Burton K. Wheeler (D) of Mon heard in a homecoming address as he to his birthplace, Hudson, Massachusett
	Alfred E. Smith 7:00–7:15 p.m. SUNDAY, OCTOBER 1	Alfred E. Smith discusses revision of th ent Neutrality Act, as it is advocated by dent Roosevelt.
	Paul V. McNutt 6:45–7:00 p.m. MONDAY, OCTOBER 2	Paul V. McNutt, new Federal Security istrator, addresses the Interstate Confer Unemployment Agencies in Indianapo .
PERSONALITIES	**Major Bowes' Capitol Family** 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Capitol Family presents sp ited musical program each Sunday m The family includes the three Dalton Br Nicholas Cosentino, tenor; Charles M accordionist; Sam Herman, xylophoni Waldo Mayo's orchestra.
	"Uncle Jonathan" 6:15–6:30 p.m. MONDAY, WEDNESDAY AND FRIDAY	Uncle Jonathan, editor and publisher Bottsville Bugle, the world's only cell newspaper (so you can see through), brought to Columbia listeners speciall BBNF, mythical key station of the mythical Alfalfy Network.

	PROGRAM AND TIME	DESCRIPTION
PERSONALITIES	**"So...You Think You Know Music"—Ted Cott** 4:00–4:30 p.m. SUNDAY, OCTOBER 1 3:00–4:30 p.m. SUNDAY, OCTOBER 8	Four studio volunteers participate in a musical quiz, supervised by Ted Cott and judged silently by arbiter Francis Macaluso. On October 8, the series concludes in a joint program with the Columbia Broadcasting Symphony, conducted by Howard Barlow.
	Richard Maxwell 9:00–9:15 a.m. EACH SATURDAY 3:45–4:00 p.m. EACH TUESDAY AND THURSDAY	Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy each week. In addition to the morning broadcast, he has added two afternoon periods which retain the same program-form.
	Outdoors with Bob Edge 9:15–9:30 a.m. EACH SUNDAY	Bob Edge, Columbia's hunting and fishing expert, recounts interesting anecdotes and furnishes useful information to sporting enthusiasts in this informal weekly program. Edge includes discussions of wild animal life in his talks.
DRAMATIC SERIES	**Columbia Workshop** 10:00–10:30 p.m. EACH THURSDAY BEGINNING OCTOBER 12	Its anniversary festival completed, the Columbia Workshop enters its fourth year of presenting unusual radio dramas, employing the latest broadcasting techniques, in experiments to widen the scope of radio art. The Workshop will continue to present original radio plays as well as dramatizations of well-known books.
	Ellery Queen 10:00–11:00 p.m. EACH SUNDAY 8:00–8:55 p.m. EACH SUNDAY BROADCAST TO WEST	The adventures of Ellery Queen and his assistant Nikki, are dramatized before a jury of four guest "armchair detectives" who try to decide the identity of the culprit before the true solution is enacted. George Zachary is director and producer.

CBS SUSTAINING PROGRAMS

VARIETY

PROGRAM AND TIME	DESCRIP
Columbia's Gay Nineties Revue 7:30–8:00 p.m. EACH SATURDAY	Columbia entertainers get into bowle bustles and revert to the songs and con the nineties in this swift, picturesque show. Joe Howard, master of ceremon veteran song-writer, introduces soprano vieve Rowe, comedienne Beatrice Kay, a sturdy slapstick comedy team, Latim Costello. Ray Bloch is the director a Rinker the producer.
Concert in Rhythm 10:15–10:45 p.m. EACH SATURDAY	Columbia's "Concert in Rhythm" or presents the better contemporary "rh music in concert style and setting. Th gram, conceived and directed by Ra Scott, features selections by Judith Arle ular CBS soloist, in its October schedu Cashman produces these weekly concer
Al Bernard's Minstrels 4:00–4:30 p.m. EACH FRIDAY	Al Bernard joins with the Four Clubm Larry Elliot in presenting an old-tim strel show each Friday afternoon. The includes comic dialogue and old-time m favorites.
"Let's Join the Band"—Orrin Tucker 8:30–8:55 p.m. SATURDAY, OCTOBER 7 AND 14	A new musical personality is featured Columbia series from Hollywood station Orrin Tucker, popular young maestro, a orchestra, with Bonnie Bailey, join in half-hour's frolic.

PROGRAM AND TIME	DESCRIPTION
LeBrun Sisters 3:35–3:45 p.m. MONDAY AND WEDNESDAY 6:05–6:15 p.m. EACH SATURDAY	The LeBrun sisters, an increasingly popular singing trio, present a program of their own arrangements of current favorites. The broadcasts originate in Buffalo.
CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Judith Arlen — Audrey Marsh Buddy Clark — Genevieve Rowe Michael Loring — Barry Wood
Deep River Boys, Four Clubmen VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.
Dance Orchestras VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for October: Van Alexander — Shep Fields Count Basie — Hal Kemp Ben Bernie — Wayne King Cab Calloway — Enoch Light Bob Chester — Jerry Livingston Bernie Cummins — Leighton Noble Eddie Duchin — Teddy Powell Louis Prima

ADDENDA: EUROPE AT WAR, SEPTEMBER, 1939

The swift, momentous events of the first week in September were report
completely and immediately for the CBS audience—at all hours of the d
and night and from all the significant world capitals—by Columbia's st
of radio reporters in Europe and America. The rapid deepening of the cri
Germany's lightning thrust into Poland, the crucial sessions of Parliam
and the Chamber of Deputies, and finally word that the European war h
begun were brought directly and dispassionately to America (thence by sho
wave to every corner of the world) in what has been heralded as the great
news coverage in history. During those keenly trying days—and in the equa
grave days which have followed—CBS presented history, hour-by-hour a
minute-by-minute, not only through dispatches and analyses but throu
broadcasts by the men who are actually making events. On September 3, p
haps the most eventful day in modern history, CBS broadcast Prime Minis
Chamberlain's austere declaration that England was at war, King Georg
message to the Empire, Premier Daladier's address rallying France to t
conflict, and President Roosevelt's assurance that there would be no "blacko
of peace" in the United States—all in addition to a singularly full news progra
of European broadcasts, summaries, and analyses. In the three weeks followi
announcement of the Russo-German pact (late August and early Septembe
CBS brought its listeners the unparalleled total of 726 special broadcasts fr
11 world centers. Now CBS covers the war and all other world news accordi
to a schedule of 64 news programs weekly (see page 34) and is ready to thr
the entire network open for reports of major unexpected events as they happe
when they happen.

THER PUBLIC AFFAIRS

PTEMBER 8: Secretary of Agriculture enry A. Wallace discussed "Profiteering" a special broadcast from Washington, 9:15 p.m.

PTEMBER 13: General Patrick J. Hurley ldressed the twenty-first annual convenon of the Southern Commercial Congress a special session at the New York World's air. 4:30–4:45 p.m.

PTEMBER 16: President Franklin D. Roosevelt was heard over Columbia's nationwide twork in a speech from the White House National Democratic Women's Day. Mrs. oosevelt and Mrs. Thomas McAllister, airman of the Women's Division of the emocratic National Committee, delivered ldresses which were broadcast on the same ogram, 10:30–11:00 p.m.

PTEMBER 19: Chancellor Adolf Hitler's ictory" speech in Danzig was carried in entirety over the CBS network and was stantaneously short-waved to Europe and South America on Columbia's two interational stations. An address by Albert orster, Danzig National Socialist leader, receded Hitler's defiant speech, and a enchant summary by Columbia's commentor, H. V. Kaltenborn, concluded the oadcast, 12–1:35 p.m.

PTEMBER 20: Walter W. Van Kirk, director of the National Peace Conference, outned a program for peace in a broadcast er the Columbia network. 10:45–11 p.m.

SEPTEMBER 21: President Roosevelt's appeal to the special session of Congress for revision of the present Neutrality Act was broadcast over the entire CBS network. The President, speaking before the members of both houses of Congress, urged repeal of the mandatory arms embargo. 2:45–4 p.m.

SEPTEMBER 21: A group of Southern agriculturalists and Eastern manufacturers joined in a round-table discussion at Alabama Polytechnic Institute and considered their common economic problems. Harwood Hull, agricultural director of Columbia's station in Birmingham, WAPI, led the discussion. 4:30–4:45 p.m.

SEPTEMBER 22: Secretary of State Cordell Hull spoke in Pan-American Day ceremonies at the Federal Building esplanade at the New York World's Fair. Before his address, Hull was presented with a medal for his work in promoting inter-American understanding and friendship. 3:30–4 p.m.

SEPTEMBER 25: Representative Joseph W. Martin (R) of Massachusetts, minority leader of the House of Representatives, and Senator Rush D. Holt (D) of West Virginia were heard in addresses from New York World's Fair Court of Peace on Independent Small Business Man's Day. 3:45–4 p.m.

SEPTEMBER 26: Representative Hamilton Fish, Jr., (R) of New York presented his views on "The European War and American Neutrality" over the Columbia network. 10:45–11 p.m.

SEPTEMBER 27: Mrs. Ida B. Wise Smith, president of the National Women's Christian

Temperance Union, was heard in an address from the Union's annual convention in Rochester, 4:45–5 p.m.

SEPTEMBER 27: Dr. Charles Callan Tansill, professor of American political and diplomatic history at Fordham University, discussed "Problems of American Neutrality" in a special CBS broadcast, 10:45–11 p.m.

SEPTEMBER 30: Senator Sherman Minton (D) of Indiana, Democratic whip of the Senate, and Senator Gerald P. Nye (R) of North Dakota explained their positions on the proposed arms embargo repeal in a round-table discussion from Washington. Others participating in the discussion were Representatives James E. Van Zandt (R) of Pennsylvania, former national commander of the Veterans of Foreign Wars; Raymond Clapper, Robert Allen, Paul Mallon, Ray Tucker, and Jay Franklin, five of the country's foremost Washington columnists, 8–8:30 p.m.

SEPTEMBER 30: Senator Edward R. Burke (D) of Nebraska, who is supporting the President in the drive for Neutrality Act revision, presented his position on the neutrality question over the Columbia network, 10:30–10:45 p.m.

SEPTEMBER 30: Senator H. Styles Bridges (R) of New Hampshire explained what he means by "The Real Neutrality" in one of a series of talks by prominent political and business leaders which CBS is scheduling to present contrasting opinions on neutrality legislation, 10:45–11 p.m.

SPECIAL EVENTS

SEPTEMBER 17 AND 24: The open polo cha pionship matches at Wesbury, Long Islar were graphically described for the Colum audience by Ted Husing, assisted by Jim Dolan. After presenting an eye-witness a count of the semi-finals on September (4:30–5 p.m.), Husing covered the fi between Greentree and Bostwick Fiel 4:30–5 p.m.

SEPTEMBER 21, 23 AND 28: Three stake ra at Belmont Park were brought to the Colu bia sports audience, as they were run, Bryan Field, CBS turf expert. The ra were the Mont d'or Handicap, the Manh tan Handicap, and the Sixty-Ninth Ladi Handicap, 4:15–4:45 p.m.

SEPTEMBER 24: Governor John W. Brick of Ohio and Governor Albert B. Chandl of Kentucky were heard in a special tribu to Columbia's new 50,000 watt Cincinn affiliated, WCKY. Part of the program, ori nated in New York, featured the singing Beatrice Kay, soprano Genevieve Rowe, t Four Clubmen quartet, and baritone Bar Wood, 6–6:30 p.m.

SEPTEMBER 27: Mrs. William H. Corwit chairman of the national radio committ of the American Legion Auxiliary, present its fourth annual award to CBS for its ed cational program, "Americans All—Imm grants All." Mrs. Corwith cited the progra as the one "which best inculcates the ch acteristics of the American way of life a government," 11:03–11:15 a.m.

THE COLUMBIA BROADCASTING SYSTEM

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CBS PROGRAM BOOK · NOVEMBER, 1939

CE "Pursuit of Happiness" is cheerfully dedicated to America's way of life (including two Thanksgivings!) See Page 35.

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ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

Romance of Helen Trent *Sial drama*	Mon., Wed., Fri. 12:30–12:45 p.m. 33 CBS stations ORIGINATES: WBRM	Blackett-Sample-Hummert, Inc.	308 Weeks
luman Side of the News, Ewin C. Hill *Ns*	Mon. thru Fri. 6:05–6:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	65 Weeks
Hit Parade Warnow's Orchestra, Wood, and Bea Wain *ular music and vocalists*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 68 CBS stations ORIGINATES: WABC	Lord & Thomas	183 Weeks
Bernie and All the Lads Lew Lehr, Buddy Clark, Small, Manny Prager e Bailey Sisters *sic and comedy*	Sunday 5:30–6:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* 53 CBS stations ORIGINATES: WABC	Young and Rubicam, Inc.	
Gal, Sunday *Sial drama* o KOLYNOS COMPANY)	Wed., Thurs., Fri. 12:45–1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	144 Weeks
d Husband Helen Menken, presented Famous Actors' Guild *Sial drama*	Tuesday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	425 Weeks

T figures indicate the total number of weeks in which the client has used CBS facilities.

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CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice

w and Rhythm h odd Hunter, reporter; Dave c. instrumentalist, and Carl hgarten's Orchestra *k and music*	Sunday 11:05–11:30 a.m. *Rebroadcast* *2:30–2:55 p.m.* 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	22 Weeks
n Sullivan Reviews **e ews** *Ves*	Sun. thru Fri. 11:00–11:15 p.m. *Rebroadcasts* *11:30–11:45 p.m.* *1:00–1:15 a.m.* 38 CBS stations ORIGINATES: LOUISVILLE	Batten, Barton, Durstine & Osborn, Inc.	30 Weeks
kist Presents Hedda **per's Hollywood"** *n news and interviews* gning November 6)	Mon., Wed., Fri. 6:15–6:30 p.m. 28 CBS stations ORIGINATES: KNX	Lord & Thomas	26 Weeks
r Nighter t Barbara Luddy and s remayne *ama at the "Little Theater* *Times Square"*	Friday 9:30–10:00 p.m. 52 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	92 Weeks
pbell Playhouse s Welles, director, and e stars *ama*	Sunday 8:00–8:55 p.m. *Rebroadcast* *10:00–11:00 p.m.* 70 CBS stations 14 CBC stations ORIGINATES: KNX	Ward Wheelock Company	256 Weeks
s 'n' Andy *ial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 58 CBS stations ORIGINATES: KNX		

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CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Sha Cue Liquid Dentifrice

ela Curtis *D natic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *2:30–2:45 p.m.* 58 CBS stations ORIGINATES: WABC	Ward Wheelock Company	256 Weeks
y Ross *Sets*	Mon., Wed., Fri. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 50 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	256 Weeks
ristian h an Hersholt *Dna*	Wednesday 10:00–10:30 p.m. 61 CBS stations ORIGINATES: KNX	McCann-Erickson, Inc.	51 Weeks
j Bowes' **igal Amateur Hour** *A teurs, with* Major Bowes *as aster of Ceremonies*	Thursday 9:00–10:00 p.m. 82 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	191 Weeks
dte Ask-It Basket h m McWilliams *V ety quiz program*	Thursday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 62 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	194 Weeks
rage As It Seems *Dmatizations of unusual facts*	Thursday 8:30–8:55 p.m. *Rebroadcast* *12:00–12:25 a.m.* 54 CBS stations ORIGINATES: WABC		
n Busters *Fice-file dramatizations*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 63 CBS stations ORIGINATES: WABC		

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	Palmolive Soap
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COLUMBIA RECORDING CORPORATION	Columbia Records
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
CORN PRODUCTS SALES COMPANY	Kre-Mel Dessert Linit

ne King's Orchestra it Buddy Clark, baritone *pular music*	Saturday 8:30–8:55 p.m. 65 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc. Lord & Thomas, Toronto	194 Weeks
y and Marge *rial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 77 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
op House ing Bess Johnson *rial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 77 CBS stations ORIGINATES: WABC		
emother *rial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* 26 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
ng Man With A Band orchestra, John H. Hammond, nnotator, and Dan Seymour, MC *sic and comments*	Friday 10:30–11:00 p.m. 31 CBS stations ORIGINATES: WABC	Ward Wheelock Company	6 Weeks
ty Kitty Kelly *rial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	241 Weeks
ety Girl *amatic serial*	Mon. thru Fri. 3:15–3:30 p.m. 46 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	253 Weeks

** figures indicate the total number of weeks which the client has used CBS facilities.*

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ETHYL GASOLINE CORPORATION	"Ethyl" Gasoline
FELS & COMPANY	Fels Naphtha Soap
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury
GENERAL FOODS CORPORATION	Grape Nuts Sanka

a elor's Children *ial drama*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyng-ham, Inc.	253 Weeks
u -Up Time ng Tony Martin, e Kostelanetz's Orchestra, Thompson's Rhythm Singers David Laughlin, tenor *sical variety*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 66 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	38 Weeks
o y Lobby Dave Elman, Harry Salter's stra and guests *erviews and music*	Sunday 5:00–5:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 57 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	125 Weeks
lay Evening Hour r Symphony Orchestra and s, with Fritz Reiner, guest ctor, and soloists *th Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	292 Weeks
a Smith Hour the Group Theater, Abbott and llo, "Snow Village Sketches." ollins, Jack Miller and rchestra, and guests *sic, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12:00–1:00 a.m.* 78 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	245 Weeks
e he People Gabriel Heatter, Harry von Zell uests *al-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 75 CBS stations ORIGINATES: WABC		

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	Calumet Baking Powder Swans Down Cake Flour
	La France Satina Minute Tapioca
	Postum
GENERAL MILLS, INC.	Wheaties
	Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas

a Smith Speaks *lks and interviews*	Mon. thru Fri. 12:00–12:15 p.m. 66 CBS stations ORIGINATES: WARC	Young & Rubicam, Inc. Benton & Bowles, Inc.	245 Weeks
lyon and I t Betty Garde and Kingsley oln *rial drama*	Mon. thru Fri. 2:45–3:00 p.m. 67 CBS stations ORIGINATES: WARC	Young & Rubicam, Inc.	
oye Jordan, Girl Interne *rial drama*	Mon. thru Fri. 3:00–3:15 p.m. 53 CBS stations ORIGINATES: WABC		
u and Abner *medy sketches*	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 54 CBS stations ORIGINATES: KNX		
y Kathleen Norris *amatization of novels*	Mon. thru Fri. 5:00–5:15 p.m. 31 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	465 Weeks
il and Betty *rial drama*	Mon. thru Fri. 5:15–5:30 p.m. *Rebroadcast* *6:00–6:15 p.m.* 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
ccen Guild Theatre it Roger Pryor, MC, rn stars as guests, n Oscar Bradley's Orchestra *riety and drama*	Sunday 7:30–8:00 p.m. 64 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	299 Weeks

** figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"
GEORGE A. HORMEL & COMPANY	Hormel Soups and other Food Products
INTERNATIONAL SILVER COMPANY	Sterling Silver
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORPORATION	Hind's Honey and Almond Cream

earce and His Gang Billy House, Arlene Harris, and Her Merry Men, Don Reid, and Carl Hoff's orchestra *sic and comedy*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 64 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	42 Weeks
ppened in Hollywood Martha Mears, John Conte and Dunstedter's Orchestra *sical variety*	Mon. thru Fri. 5:30–5:45 p.m. 30 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	115 Weeks
r Theatre d Nagel, Narrator-director, uest stage and screen stars *ma*	Sunday 6:00–6:30 p.m. 53 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	86 Weeks
Gal, Sunday *ial drama* so ANACIN COMPANY)	Mon. and Tues. 12:45–1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	411 Weeks
Lombardo and His **estra** *pular music*	Monday 10:00–10:30 p.m. 50 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	308 Weeks
d Central Station *matic sketches*	Friday 10:00–10:30 p.m. 52 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	122 Weeks
s and Allen Ray Noble and his orchestra Parker, tenor, and an Bradley, announcer *sic and comedy*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 52 CBS stations ORIGINATES: KNX	William Esty & Co.	207 Weeks

**T figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY	Rinso
	Lifebuoy
	Lux Toilet Soap
	Rinso
	Spry
	Lux Flakes Lux Toilet Soap

Bi Town sta ing Edward G. Robinson it Ona Munson *ramatic*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 69 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	164 Weeks
Tu day Night Party sta ing Walter O'Keefe, Mary Ma in with Bobby Dolan's Orchestra an guest stars *usic and comedy*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:00–12:30 a.m.* 63 CBS stations 26 CBC stations ORIGINATES: WABC		
Lu Radio Theatre e B. DeMille, director, it stars of stage and screen *ama*	Monday 9:00–10:00 p.m. 63 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	
Bi Sister it Alice Frost and Martin Gabel *rial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 72 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Au t Jenny's Real Life Stories *ramatic sketches*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* 67 CBS stations ORIGINATES: WABC		
Th Life and Love of Dr. Susan *rial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* 65 CBS stations 26 CBC stations ORIGINATES: WABC	J. Walter Thompson Company	

* *e figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NOXZEMA CHEMICAL COMPANY	Noxzema Greaseless Cream
PENN TOBACCO COMPANY	"Kentucky Club" Pipe Tobacco
PERSONAL FINANCE COMPANY	Personal Loan Service
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes

Pa Whiteman and His Orchestra, with Joan Edwards, and The Modernaires *Musical variety*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–12 mid.* 97 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	355 Weeks
Bo Trout *News*	Tues., Thurs., Sat. 3:30–3:35 p.m. 38 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	51 Weeks
Yo Pop Pa s and Wally *Interviews*	Thursday 7:30–8:00 p.m. 53 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	4 Weeks
Do Barclay's Daughters *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	104 Weeks
Saturday Night Serenade May Eastman, soprano; Bill Perry, tenor, and Gustav Haenschen's Orchestra and Chorus *Musical*	Saturday 9:45–10:15 p.m. 54 CBS stations ORIGINATES: WABC	Gardner Advertising Company	313 Weeks
Mary Lee Taylor Home economist; Bob Trout, News *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 63 CBS stations ORIGINATES: KMOX		
Jonny Presents Jonny Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Genevieve Rowe, "Everly," Glenn Cross, Ray Bloch's Swing 14 *Musical variety and dramatic interludes*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 79 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	164 Weeks

** figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE COMPANY	Teel Drene
	Oxydol
	Ivory
	Chipso Oxydol
	Crisco
	Chipso
	Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services

Pressor Quiz itBob Trout *Questions and Answers*	Friday 7:30–8:00 p.m. *Rebroadcast* *9:00–9:30 p.m.* 54 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	257 Weeks
Th Goldbergs *rial drama*	Mon. thru Fri. 1:00–1:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Lif Can Be Beautiful *rial drama*	Mon. thru Fri. 1:15–1:30 p.m. 36 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Rol of Life *rial drama*	Mon. thru Fri. 1:30–1:45 p.m. *Beginning Nov. 13* *1:45–2:00 p.m.* 39 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Th Day Is Ours *rial drama*	Mon. thru Fri. 1:45–2:00 p.m. *Beginning Nov. 13* *1:30–1:45 p.m.* 47 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
Mahattan Mother *rial drama*	Mon. thru Fri. 9:00–9:15 a.m. 12 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	
Jimie Fidler *ollywood news reporter*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 62 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
Wen a Girl Marries *rial drama*	Mon. thru Fri. 12:15–12:30 p.m. 50 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	23 Weeks

* *e figures indicate the total number of weeks which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

THE PURE OIL COMPANY	Petroleum Products
PURITY BAKERIES SERVICE CORP.	Taystee Bread
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tob
SEALTEST, INC.	Sealtest System of Laborato Control of Milk and Ice Crea
TEXAS COMPANY	"Texaco" Products

Iltenborn Edits The News *News Analysis*	Mon., Wed., Fri. 6:30–6:45 p.m. 39 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	27 Weeks
Silin' Ed McConnell	Mon. thru Fri. 4:45–5:00 p.m. 17 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	31 Weeks
"londie" n Penny Singleton and hur Lake *Domestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 87 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	331 Weeks
Ib Crosby's Orchestra h Johnny Mercer, singer l The Bobcats *Musical variety*	Tuesday 9:30–10:00 p.m. 93 CBS stations ORIGINATES: ON TOUR		
Ir Family and Mine *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	27 Weeks
Kaco Star Theatre h Ken Murray, MC, nces Langford, Kenny Baker, nes Wallington, and David ekman's Orchestra; ma with Broadway and llywood Stars, Burns Mantle, matic critic *Variety and drama*	Wednesday 9:00–10:00 p.m. 91 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	125 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

	U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
	WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum
		Wrigley's Spearmint Gum
	WYETH CHEMICAL COMPANY	Hill's Nose Drops
COLUMBIA PACIFIC NETWORK	AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
	BATHASWEET CORPORATION	Bathasweet Products
	MENNEN COMPANY	Mennen Shave Products
	GENERAL MILLS, INC. (Sperry Flour Co.)	Wheat Hearts

odel Minstrels th Tom Howard and George elton, the Eton Boys and y Bloch's Orchestra *Comedy and music*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 54 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	231 Weeks
iteway to Hollywood alists of talent quest *Serial drama*	Sunday 6:30–7:00 p.m. 66 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	288 Weeks
attergood Baines *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 73 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	
ie Romance of Helen Trent *Serial drama* e also AFFILIATED PRODUCTS, INC.)	Thurs. and Fri. 12:30–12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	233 Weeks
Bob Garred Reporting" *News*	Mon. thru Fri. 5:45–5:55 p.m. PST	McCann-Erickson, Inc.	6 Weeks
	Tues., Thurs. 7:30–7:45 a.m. PST	H. M. Kiesewetter Advertising Agency	3 Weeks
	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KSFO		48 Weeks
y Children *Dramatic serial*	Mon. thru Fri. 8:45–9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	465 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

COLUMBIA PACIFIC NETWORK	**STEPHANO BROTHERS**	"Marvels" Cigarettes
	TIDEWATER ASSOCIATED OIL COMPANY	"Flying A" Gasoline
	UNION OIL COMPANY	Union 75 Gasoline Triton Motor Oil
COLUMBIA CALIFORNIA NETWORK	**EUCLID CANDY COMPANY OF CALIFORNIA, INC.**	Candy Bars
	POLITICAL BROADCASTS	California Chiropractic Association
		No on Proposition Number Committee
		Yes on Proposition Number Committee
	RIO GRANDE OIL, INC.	Petroleum Products

ports Huddle" th Tom Breneman and aven Dyer *Sports news*	Tues., Thurs., Sat. 7:30–7:45 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	14 Weeks
cific Coast Conference otball Games *Eye-witness accounts*	Saturday 2:15–5:00 p.m. PST ORIGINATES: VARIOUS STATIONS	Lord & Thomas	146 Weeks
nion Oil Program" *Opera and light opera in tabloid form*	Thursday 9:30–10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	4 Weeks
m Hayes Points **e Periscope**	Thursday 8:15–8:30 p.m. PST ORIGINATES: KNX	Sidney Garfinkel Advertising Agency	102 Weeks
litical Speech	Monday November 6 9:45–10:00 p.m. PST ORIGINATES: KNX	R. H. Alber Company	
litical Speech	Saturday November 4 8:00–8:15 p.m. PST	Howard G. Hanvey	
litical Speeches	Saturday November 4 8:15–8:30 p.m. PST Sunday November 5 9:45–10:00 p.m. PST ORIGINATES: KNX	Ray Davidson	
lling All Cars *Police file dramatizations*	Tuesday 7:00–7:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	309 Weeks

he figures indicate the total number of weeks n which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

COLUMBIA DIXIE NETWORK	COLGATE-PALMOLIVE-PEET CO.	Octagon Products
COLUMBIA MIDWESTERN NETWORK	CHAMBERLAIN LABORATORIES, INC.	Chamberlain Lotion
	GENERAL MILLS, INC.	Gold Medal Flour
COLUMBIA NEW ENGLAND NETWORK	ATLANTIC REFINING CO.	Atlantic White Flash Gasoli Atlantic Motor Oil
WABC	J. W. BEARDSLEY SONS	Foods and Canned Foods
	BOND STORES, INC.	Men's Clothing
	LIGGETT DRUG COMPANY, INC.	Fountain Service
	QUAKER OATS COMPANY	Aunt Jemina's Pancake Flou
	BROWN & WILLIAMSON TOBACCO CORP.	Raleigh Cigarettes
	BULOVA WATCH COMPANY	Bulova Watches
	CHRYSLER CORPORATION (DODGE DIVISION)	Dodge Automobiles

Voman of Courage" *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	16 Weeks
w Show: Title Not Set ginning November 19)	Sunday 2:30–2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	21 Weeks
roline's Golden Store *Dramatic serial*	Mon. thru Fri. 4:15–4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	465 Weeks
ly Cross University otball Games *Play-by play descriptions*	Saturday 2:00–4:30 p.m. ORIGINATES: WORC	N. W. Ayer & Son, Inc.	116 Weeks
e Morning Almanac turing Phil Cook	Tues., Thurs., Sat. 7:30–7:45 a.m. Mon. thru Sat. 7:15–7:30 a.m. Mon., Wed., Fri. 7:30–7:45 a.m. Tues. thru Sat. 8:30–8:45 a.m.	Neff-Rogow, Inc. Sherman K. Ellis, Inc.	6 Weeks 8 Weeks 42 Weeks 17 Weeks
l Allen's Sports Review *Football previews and results*	Thurs. and Sat. 6:15–6:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	30 Weeks
me Signals	Mon. thru Sun. 10 Times daily	The Biow Company	530 Weeks
b Trout *News*	Saturday 9:45–10:00 p.m.	Ruthrauff & Ryan, Inc.	191 Weeks

he figures indicate the total number of weeks which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CHARLES B. KNOX GELATINE CO., INC.	Knox Gelatine
KONDON MANUFACTURING COMPANY	Kondon's Nasal Jelly
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
LIGGETT DRUG COMPANY	Rexall One-Cent Sale
MARYLAND PHARMACEUTICAL CO.	Rem Rel
MELVILLE SHOE COMPANY	Thom McAn Shoes
REGAL SHOE COMPANY, INC.	Regal Shoes
RUDOLPH WURLITZER COMPANY	Musical Instruments

l Allen's Football Previews *Previews of college games*	Saturday 2:15–2:30 p.m.	Kenyon & Eckhardt, Inc.	54 Weeks
eather Reports ginning November 15)	Mon., Wed., Fri. 6:59–7:00 a.m.	Addison Lewis & Associates	Starts Nov. 15
chard Maxwell *Hymns and talks*	Mon., Wed., Fri. 3:45–4:00 p.m.	William Esty & Co., Inc.	57 Weeks
binoff and His Violin h Graham MacNamee, Buddy rk and Arthur Boran *Transcription*	Thurs., Fri., Sat. Nov. 2, 3 and 4 8:45–9:00 a.m.	Spot Broadcasting, Inc.	41 Weeks
e Odd Side of the News h Charles Stark	Mon. thru Sat. 8:15–8:20 a.m.	The Joseph Katz Co.	4 Weeks
rly Morning News	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	48 Weeks
ner Davis *News*	Mon., Wed., Fri. 6:30–6:45 p.m.	Cecil & Presbrey, Inc.	14 Weeks
une in the Spotlight"	Mon. thru Sat. 8:20–8:25 a.m.	Schwimmer and Scott	8 Weeks

he figures indicate the total number of weeks which the client has used WABC facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS . . . . . *Page 34*
2. VARIETY . . . . . *Page 35*
3. SERIOUS MUSIC . . . . . *Page 36*
4. EDUCATIONAL PROGRAMS . . . . *Page 40*
5. DRAMATIC SERIES . . . . . *Page 44*
6. PUBLIC AFFAIRS . . . . . *Page 45*
7. SPECIAL EVENTS . . . . . *Page 46*
8. RELIGIOUS BROADCASTS . . . . *Page 47*
9. CHILDREN'S PROGRAMS . . . . . *Page 48*
10. PERSONALITIES . . . . . *Page 49*
11. LIGHT MUSIC . . . . . *Page 50*

CBS SHORT WAVE BROADCASTS . . . *Page 51*

ADDENDA: OCTOBER PROGRAMS . . . . . *Page 53*

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

European broadcasts: Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; Bill Henry at the front; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00–8:15 a.m., 6:45–7:00 p.m., MONDAY THRU FRIDAY; 8:00–8:15 a.m., 6:45–7:00 p.m., SATURDAY; 9:00–9:15 a.m., 7:00–7:30 p.m., SUNDAY.

News summaries: Latest press dispatches: 3:30, 6:00 p.m., 1:55 a.m., MONDAY, WEDNESDAY AND FRIDAY; 11:00 a.m., 6:00 p.m., 1:55 a.m., TUESDAY AND THURSDAY; 11:00 a.m., 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 11:00 a.m., 1:30, 2:55 p.m., 1:55 a.m., SUNDAY.

News analyses: H. V. Kaltenborn, 6:30–6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis and the News, 8:55–9:00 p.m., MONDAY THRU SUNDAY; Albert Warner from Washington, 6:05–6:15 p.m., EACH SATURDAY.

CBS SUSTAINING PROGRAMS

VARIETY

"The Pursuit of Happiness" Approximately 4:30 p.m. EACH SUNDAY (Immediately following Philharmonic Broadcast)	"The Pursuit of Happiness" is a special series of programs dedicated to the brighter side of the American scene. Each week the show will feature a roster of distinguished guests, who will be introduced by Burgess Meredith, one of America's most brilliant and versatile young actors. Mark Warnow's orchestra furnishes music for the program, which includes what's new and newsworthy in our entertainment world. Norman Corwin directs the program and George Faulkner furnishes the script. Paul Robeson, America's most famous Negro baritone, heads a large Lyn Murray chorus in a folk-oratorio by Earl Robinson on the November 5 program.
Columbia's Gay Nineties Revue 7:30–8:00 p.m. EACH SATURDAY	Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song-writer, introduces soprano Genevieve Rowe, comedienne Beatrice Kay, and the sturdy slapstick comedy team, Latimer and Costello. Ray Bloch is the conductor and Jack Rinker the producer.
Concert in Rhythm 10:15–10:45 p.m. EACH SATURDAY	Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Judith Arlen, popular CBS soloist, in its November schedule. Ed Cashman produces these weekly concerts.

New York Philharmonic-Symphony Orchestra

AT 3:00 p.m.

EACH SUNDAY

AT 3:30 p.m.

SUNDAY, NOVEMBER 26

The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, remains the program commentator. From Carnegie Hall this month:

NOVEMBER 5: *Elgar:* Introduction and Allegro for Strings, Opus 47; *Castelnuovo-Tedesco:* Concerto for Piano and Orchestra No. 2, MARIO CASTELNUOVO-TEDESCO, pianist, and Overture, "Twelfth Night"; *Tschaikowsky:* Overture-Fantasy, "Romeo and Juliet."

NOVEMBER 12: *Handel-Harty:* Suite, "The Royal Fireworks"; *Debussy:* Rhapsody for Saxophone and Orchestra; *Ibert:* Concertino for Saxophone and Orchestra, SIGURD RASCHER, soloist; *Schumann:* Symphony No. 2 in C major, Opus 61.

NOVEMBER 19: *Foote:* Suite in E major for Strings, Opus 63 (Praeludium, Pizzicato and Adagietto, Fugue); *Paganini:* Concerto for Violin and Orchestra in D major, ZINO FRANCES CATTI, violinist; *Brahms:* Symphony No. 2 in D major, Opus 73.

NOVEMBER 26: *(From Chicago). Berlioz:* Overture, "The Roman Carnival," Opus 9; *Elgar:* Introduction and Allegro for Strings, Opus 47; *Weinberger:* Variations and Fugue, "Under the Spreading Chestnut Tree".

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

PROGRAM AND TIME	DESCRIPTION
Curtis Institute of Music 4:00–4:30 p.m. TUESDAY, NOV. 6, 13 AND 27 10:30–11:00 p.m. MONDAY, NOVEMBER 20	The Curtis Institute of Music presents a se of thirty Monday concerts in its eleventh n secutive season on CBS. Faculty members d students perform in a symphony orchestra d in several chamber music groups. Fritz Re er conducts frequently during the series. S e of the selections scheduled for the first November broadcasts follow: NOVEMBER 6: *Brahms:* Sonata No. 1 i minor, opus 38 (first and second movemen NATHAN STUTCH, cellist, and RALPH BER WITZ, pianist; Songs by Hugo Wolf and e bussy. HILDA MORSE, soprano, and EUG BOSSART, accompanist. NOVEMBER 13: *Bach:* Two Preludes and Fu from The Well-Tempered Clavichord, ROB CORNMAN, pianist; *Brahms:* Trio in C mi opus 101, VIDA REYNOLDS, violinist, NAT STUTCH, cellist, JOHN SIMMS, pianist.
Cleveland Institute of Music 4:00–4:30 p.m. EACH TUESDAY BEGINNING NOVEMBER 14	The Cleveland Institute of Music open it Tuesday afternoon series with various orc tra and solo performances. Beryl Rubens pianist, is featured in the first broadcast. joins Arthur Loesser in playing composit for two pianos November 28. Nevada van e Veer, soprano, will perform on November
New York Philharmonic Young People's Concert 11:05 a.m.–12:15 p.m. SATURDAY, NOVEMBER 18	Ernst Schelling conducts the Philharmo Symphony Orchestra in the first of a serie o concerts especially prepared for young pe le

Cincinnati Conservatory of Music 4:00–4:30 p.m. MONDAY, NOVEMBER 20 11:15 a.m.–12 noon SATURDAY, NOVEMBER 25	The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra, both composed of students and faculty members at the conservatory, perform on the programs. Alexander von Kreisler is the regular conductor and each broadcast generally features a student soloist. The orchestra is heard twice in November, once at its regular Saturday morning time and once in place of the Curtis Institute Orchestra on Monday afternoon.
Salt Lake City Tabernacle Choir 12:30–1:00 p.m. EACH SUNDAY	This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper, Tabernacle organist, accompanies the choir.
Greenfield Village Chapel 8:45–9:00 a.m. EACH WEDNESDAY	This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.
Stringtime with Walberg Brown 1:35–2:00 p.m. EACH SUNDAY	A string ensemble, under the direction of Walberg Brown, musical director of Columbia's Cleveland station, WGAR, plays classical selections in this Sunday series.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

Columbia Concert Hall 10:30–11:00 p.m. MONDAY, NOVEMBER 6 AND 27 10:30–11:00 p.m. WEDNESDAY, NOVEMBER 1 AND 15	Columbia Concert Hall features the Colum a Concert Orchestra, under the direction f Howard Barlow, with guest soloists ea broadcast. In November the soloists inclı e Suzanne Sten, mezzo-soprano, Daniel I court, pianist, and Natalie Bodanya, sopra
Ohio State University Symphonic Choir 11:05 a.m.–12 noon SATURDAY, NOVEMBER 18	The Ohio State University Symphonic Choi s heard in an all-English program. The ch which sings under the direction of Louis Diercks, includes selections by Gibbons, P cell, Elgar, Vaughan Williams, and Pe Warlock in its broadcast.
New England Conservatory of Music 11:05 a.m.–12 noon SATURDAY, NOVEMBER 4	The New England Conservatory of Music chestra, with Wallace Goodrich conducti performs Robert Schumann's Overture, Op 52, as well as selections by Chausson, Sai Saëns, and Converse in this special broadc t over the Columbia network.
Indianapolis Symphony Orchestra 10:30–11:00 p.m. EACH WEDNESDAY BEGINNING NOVEMBER 22	The Indianapolis Symphony Orchestra op s a series of Wednesday evening broadcasts o r the Columbia network on November Fabien Sevitsky conducts the concerts, wh originate in the Murat Theatre in Indianapo
"So . . . You Think You Know Music"—Ted Cott 2:00–2:30 p.m. EACH SUNDAY	Four volunteers participate in a musical qı conducted by emcee Ted Cott and judged Leonard Liebling. The program is heard a new time, but retains its inquisitorial, au ence-participation form.

CBS ADULT EDUCATION BOARD

The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

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WILLIAM ALLEN WHITE
RAY LYMAN WILBUR
JOSEPH H. WILLITS

Americans at Work

10:30–11:00 p.m.

EACH THURSDAY

Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. The November schedule:

NOVEMBER 2: Automobile Dealer

NOVEMBER 9: Interior Decorator

NOVEMBER 16: Aviation Stewardess

NOVEMBER 23: Football Coach

NOVEMBER 30: Cranberry Grower

The People's Platform

7:00–7:30 p.m.

EACH SATURDAY

Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four Americans at dinner and discusses current problems with them extemporaneously. The schedule for November:

NOVEMBER 4: The Farmer and the War.

NOVEMBER 11: How Can We Educate for Peace?

NOVEMBER 18: Science and the War.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

American School of the Air
9:15–9:45 a.m.
Rebroadcast
3:35–4:00 p.m.
MONDAY THRU FRIDAY

The American School of the Air, now in its eleventh year on CBS, is heard regularly in 150,000 classrooms all over the country. November schedule:

MONDAYS—*Frontiers of Democracy*

NOVEMBER 6: Health and Air Control.

NOVEMBER 13: The Fight to Go Backward.

NOVEMBER 20: The Machine That Picks Cotton.

NOVEMBER 27: Tomorrow's Power.

TUESDAYS—*Folk Music of America*

NOVEMBER 14: Songs of the Gold Rush Period.

NOVEMBER 21: Forecastle Ballads.

NOVEMBER 28: Lumberjack Songs.

WEDNESDAYS—*New Horizons*

NOVEMBER 1: Spaniards Cross America.

NOVEMBER 8: Seven Cities of Cibola.

NOVEMBER 15: Men Against the Rivers.

NOVEMBER 22: Land of the Cod.

NOVEMBER 29: Canada Joins the Map.

THURSDAYS—*Tales from Far and Near*

NOVEMBER 2: Pyle—"The Merry Adventures of Robin Hood."

NOVEMBER 9: Berry—"One-String Fiddle."

NOVEMBER 16: Seredy—"The White Stag."

NOVEMBER 30: James—"Look-See with Uncle Bill."

FRIDAYS—*This Living World*

NOVEMBER 3: Public Relief.

NOVEMBER 10: Protecting the Nation's Health.

NOVEMBER 17: Social Security.

What's Art to Me?
6:30–6:45 p.m.
EACH SATURDAY

Columbia joins with the Museum of Modern Art in presenting this unusual program of drama, talks and interviews about contemporary art. Holger Cahill, an authority on American art, serves as master of ceremonies and interviews prominent guests.

Adventures in Science
4:30–4:45 p.m.
EACH MONDAY

Watson Davis interviews prominent scientists on these programs, planned in conjunction with Science Service, Incorporated.

NOVEMBER 6: Dean Joseph Barker, School of Engineering, Columbia University.

NOVEMBER 13: Dr. W. Lee Lewis, director, department of scientific research, Institute of Meat Packers, Chicago, formerly professor and head of department of chemistry, Northwestern University.

NOVEMBER 20: Mr. E. O. Whittier, research chemist, Bureau of Dairy Industry, United States Department of Agriculture.

NOVEMBER 27: Dr. Fritz Zwicky, California Institute of Technology.

What Price America?
1:00–1:30 p.m.
EACH SATURDAY

This series of thirteen documentary programs, prepared by CBS and the Department of the Interior, dramatizes America's effort to conserve her natural resources.

Democracy in Action
2:00–2:30 p.m.
EACH SUNDAY

This series, presented by CBS in cooperation with the United States Office of Education, and recently lauded by Secretary of State Cordell Hull for its thoughtful attention to vital national problems, describes the working of American government.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

Highways to Health 4:30–4:45 p.m. EACH WEDNESDAY	The New York Academy of Medicine arrai e these instructive talks for laymen. Dr. I o Galdston is in charge. The November sched e: NOVEMBER 1: Dr. Raymond P. Sullivan. t tending surgeon, St. Vincent's Hospital: "(n sider Cancer." NOVEMBER 8: Dr. John C. A. Gerster, ch man, New York City Cancer Committee: "W a Do You Think of Cancer Education?" NOVEMBER 15: Dr. Roy Upham, chief, dep t ment of gastroenterology, Flower Fifth A e nue Hospital: "Desirable and Damag g Diets." NOVEMBER 22: Dr. Francis W. Shine, se o surgeon, New York Eye and Ear Infirma "Ophthalmologist, Oculist, Optometrist d Optician."
Men Behind the Stars 4:30–4:45 p.m. EACH FRIDAY	The discoveries of astronomers throughout ages are dramatized in this series, presente Professor William H. Barton, Jr., of the H y den Planetarium, and Hans Christian Ad n son of the American Museum of Nat a History. November's programs include sto e of the Peacock, the Triangle, the Centaur. the Serpent.
"Bull Session" 10:00–10:30 a.m. EACH SATURDAY	Students at a group of mid-western univers e hold extemporaneous, informal discussion o important social and political problems.
Of Men and Books 4:30–4:45 p.m. EACH TUESDAY	Professor John T. Frederick of the Me l School of Journalism, Northwestern Uni r sity, continues to review current books.

Columbia Workshop

10:00–10:30 p.m.

THURSDAY, NOV. 2, 16, 23 AND 30

Its anniversary festival completed, the Columbia Workshop is in its fourth year of presenting unusual radio dramas, employing the latest broadcasting techniques in experiments to widen the scope of radio art. The Workshop continues to present original radio plays and radio operas as well as dramatizations of well-known books. The schedule for November:

NOVEMBER 2: "Blennerhassett," a radio opera composed by Vittorio Giannini, libretto by Philip Roll, under musical direction of Howard Barlow, and produced by George Zachary.

NOVEMBER 16: "A Letter from Above," an original radio play by Florence and Ben Vine, directed by Earle McGill.

NOVEMBER 23: "A Circular Tour," an original radio play by Eustace Wyatt, directed by Earle McGill.

NOVEMBER 30: "The Wonderful Day," an original radio play by Frank Gould.

Ellery Queen

10:00–11:00 p.m.

EACH SUNDAY

8:00–8:55 p.m.

BROADCAST TO WEST

The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of four guest "armchair detectives," drawn from the studio audience, who try to decide the identity of the culprit before the true solution is enacted. George Zachary is director and producer. "The Adventure of the Picture Puzzle" is scheduled for November 5.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

Carnegie Endowment Armistice Day Program 12:15–1:00 p.m. SATURDAY, NOVEMBER 11	Broadcasts from New York, Washington, i de Janeiro, Panama City, and Havana fea re this singular program on the occasion of ıe twenty-first anniversary of the Armistice. r Nicholas Murray Butler, director of ıe Carnegie Endowment for International Pe e speaks from New York and is followed by ir Oswaldo Aranha, Foreign Minister of Br il from Rio de Janeiro; Hu Shih, Chinese n bassador, and Gabriel Turbay, Colom ı Ambassador, from Washington; Juan Deı s tenes Orosemena, President of Panama, f n Panama City; and Judge Antonio Sanche d Bustamante y Siven. member of the Perma n Court of International Justice at the Ha ıe from Havana.
Dr. Harry F. Ward 7:30–8:00 p.m. SATURDAY, NOVEMBER 4	Dr. Harry F. Ward, chairman of the Amei League for Peace and Democracy, replie Representative Martin Dies' charges that League is Communist-controlled in a spe address over the Columbia network.
Louis Johnson 10:00–10:30 p.m. THURSDAY, NOVEMBER 9	Louis Johnson, assistant secretary of war ıd dresses the New York Southern Society o "Peace in the Western Hemisphere." This e cial Columbia broadcast originates at h Waldorf-Astoria Hotel in New York.
Edgar L. Bill 1:45–2:00 p.m. SUNDAY, NOVEMBER 5	Edgar L. Bill of the National Associatio o Broadcasters, chairman of the committee w c promulgated the NAB Code, defends the u ing in a speech entitled: "The Code M n Fair Play to All."

American Red Cross Roll Call 10:30–11:30 p.m. SATURDAY, NOVEMBER 11	President Franklin D. Roosevelt joins a number of outstanding radio stars in the annual Roll Call of the American Red Cross. The President's address from Washington launches the program, after he is presented by Norman H. Davis, chairman of the American Red Cross. His remarks are followed by a top-flight entertainment program from New York, Hollywood, and Detroit, featuring Paul Whiteman, Fred Allen, Clifton Fadiman, Ben Bernie, Edgar Bergen and Charlie McCarthy, Connie Boswell, and John Charles Thomas.
Football—Ted Husing 1:45–5:00 p.m. EACH SATURDAY	Columbia's schedule of football broadcasts is flexibly adapted to developments in the 1939 gridiron campaign. Each week Ted Husing presents a lucid, play-by-play account of one of the most important contests of the day. A broadcast of the nationally interesting Army-Notre Dame tussle is slated for November 4 (starting at 1:15 p.m.). On the following Saturday, Husing, assisted by Jimmy Dolan, describes Army's crucial contest with Harvard at the Cantabs' stadium in Cambridge, Mass.
Girl Scout Week Celebration 4:00–4:30 p.m. FRIDAY, NOVEMBER 3	The history of girl scouting in music and in narrative is presented by the Columbia Broadcasting System in cooperation with national Girl Scout headquarters. Paul Whiteman, dean of American orchestra leaders, conducts the orchestra in the program's musical portion which features CBS tenor Lanny Ross. Edith Meiser, popular radio script-writer, presides and Mrs. Theodore Roosevelt, Jr., is the principal speaker.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

Church of the Air

10:00–10:30 a.m.

1:00–1:30 p.m.

EACH SUNDAY

The *Church of the Air* is presenting its eigh consecutive year of Sunday morning and afte noon religious broadcasts. Services are co ducted by representatives of the major faiths, and the speakers include clergymen fro every section of the United States. The sche ule for November:

NOVEMBER 5: *Morning*—Rt. Rev. Henry t George Tucker, Bishop of Virginia and Presi ing Bishop of the Episcopal Church in United States, Richmond, Virginia.

Afternoon—Rev. Dr. Maurice S. Sheehy, Ph head of the department of religious educat in the Catholic University of America, Wa ington, D. C.

NOVEMBER 12: *Morning*—Rev. David McKe Jr., D.D., Asylum Hill Congregational Chu Hartford, Connecticut.

Afternoon—Rev. Joseph R. Sizoo, Colleg Church of St. Nicholas, New York City (Du Reformed).

NOVEMBER 19: *Morning*—Dean Earl B. M latt, Boston University School of Theol Boston, Massachusetts (Methodist).

Afternoon—Catholic Program.

NOVEMBER 26: *Morning*—Rev. R. J. Bater First Baptist Church, Memphis, Tennessee

Afternoon—Disciples of Christ program.

RELIGIOUS BROADCASTS

Wings Over Jordan
9:30–10:00 a.m.
EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

NOVEMBER 5: Rev. T. J. King, pastor, Ebenezer Baptist Church, Pittsburgh, Pa.

NOVEMBER 12: Campbell C. Johnson, executive secretary, Twelfth St. Y.M.C.A., Washington, D. C.

NOVEMBER 19: Rev. Grant Reynolds, president, Cleveland branch of the National Association for the Advancement of Colored People, Cleveland, Ohio.

NOVEMBER 26: Dr. L. K. Downing, dean, School of Architecture and Engineering, Howard University, Washington, D. C.

CHILDREN'S PROGRAMS

"March of Games"
10:30–11:00 a.m.
EACH SUNDAY

Children who like asking questions and children who prefer answering them both receive opportunity in this CBS series. Puzzlers submitted by young listeners are posed to four equally youthful contestants. Arthur Ross is schoolboy master of ceremonies and Sybil Trent "Miss Drum Major" of the program.

"Let's Pretend"
12:30–1:00 p.m.
EACH SATURDAY

The world's greatest fairy tales and original fantasies are dramatized for radio by Nila Mack and presented by a cast of child actors.

"So You Want To Be—"
4:30–4:45 p.m.
EACH THURSDAY

Successful persons in various professions are interviewed by a group of youngsters eager to follow in their footsteps. The program is presented by CBS in cooperation with *Young America* magazine.

CBS SUSTAINING PROGRAMS

PERSONALITIES

"Uncle Jonathan" 3:35–3:45 p.m. MONDAY THRU FRIDAY	Uncle Jonathan, editor and publisher of e Bottsville Bugle, the world's only celloph e newspaper (so you can see through it) s brought to Columbia listeners specially fr n BBNF, mythical key station of the equ. y mythical Alfalfy Network.
Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Capitol Family presents a s r ited musical program each Sunday morn g The family includes the three Dalton Broth s Nicholas Cosentino, tenor; Charles Maga e accordionist; Sam Herman, xylophonist; Waldo Mayo's orchestra.
Richard Maxwell 9:00–9:15 a.m. EACH SATURDAY 3:45–4:00 p.m. MONDAY THRU FRIDAY	Richard Maxwell continues to present his o gram of hymns, inspirational songs and hor h philosophy each week. In addition to his r u lar Monday-thru-Friday afternoon progr s he is heard on Saturday morning in a br d cast which retains the same program form
Outdoors with Bob Edge 9:15–9:30 a.m. EACH SUNDAY	Bob Edge, Columbia's hunting and fis n expert, recounts interesting anecdotes and n nishes useful information to sporting en u siasts in this informal weekly program.
Al Bernard's Minstrels 4:00–4:30 p.m. EACH FRIDAY	Al Bernard joins with the Four Clubmen n Larry Elliot in presenting an old-time n strel show each Friday afternoon. The s includes comic dialogue and old-time mu favorites.

Syncopation Piece 10:00–10:30 p.m. EACH TUESDAY	Ben Feld and his orchestra join male and female vocalists and harmony groups in presenting this half-hour of light music from the studios of KMOX in St. Louis. Harry Cool is one of the featured soloists.
CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Judith Arlen — Michael Loring Hubert Hendrie — Genevieve Rowe
Deep River Boys, Four Clubmen VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.
Dance Orchestras VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for November: Louis Armstrong — Sammy Kaye Mitchell Ayres — Wayne King Bob Chester — Enoch Light Bernie Cummins — Ozzie Nelson Eddie Duchin — Leighton Noble Duke Ellington — Bobby Peters Benny Goodman — Louis Prima Everett Hoagland — Tommy Reynolds Al Kavelin — Tommy Tucker Paul Whiteman

CBS SUSTAINING PROGRAMS (SHORT WAVE

	CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA	Columbia's schedule of programs to Eur and South America, over short wave stat WCBX (New York) and WCAB (Ph delphia), consists of programs designed x clusively for European and South Amer listeners, as well as selected programs h regularly over the network.
SPECIAL CBS BROADCASTS TO EUROPE	**News Broadcasts** 1:30–1:45 p.m. 5:00–5:50 p.m. 5:50–6:00 p.m. MONDAY THRU FRIDAY 11:00 a.m.–12 noon SATURDAY	Columbia transmits daily news program t Europe in English, as well as in French, man, Italian and Polish. Sources for the broadcasts are similar to those availabl the network's regular reporters and anal A feature of the summaries is a review of New York Stock Exchange prices and cl prices.
	Hollywood News MONDAY, 2:30–2:45 p.m. TUESDAY, 8:15–8:30 p.m. THURSDAY, 7:45–8:00 p.m.	In collaboration with Will Hays' office, Co bia presents news of Hollywood once week in English, Spanish, and Portugues spectively. Information for the progra furnished by all Motion Picture Produ Companies, and includes advance report forthcoming releases and general news of dom.
SPECIAL CBS BROADCASTS TO SOUTH AMERICA	**News in Spanish** 6:45–7:00 p.m. MONDAY THRU SUNDAY	This program of world-wide news even broadcast in Spanish, Monday through day by Alberto Zalamea, well-known jou ist and native of Colombia, and Saturday Sunday by Americo Lugo-Romero.
	News in Portuguese 7:15–7:30 p.m. MONDAY THRU FRIDAY	Luis Correa, native Brazilian journalist ports the news each week-day in Portug for Columbia's audience in Brazil.

TYPICAL CBS PROGRAMS TO EUROPE AND SOUTH AMERICA

Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30–7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.
Women's Program in Spanish 9:30–9:45 p.m. EACH TUESDAY AND THURSDAY	Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.
Cultural News in Spanish 8:15–8:30 p.m. EACH WEDNESDAY	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.
New York Philharmonic-Symphony Orchestra SUNDAY, AT 3:00 p.m.	The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.
Other Program Highlights VARIOUS HOURS MONDAY THRU SUNDAY	*To Europe:* SUNDAYS: Democracy in Action: MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Bob Crosby's Orchestra (recorded rebroadcast). *To South America:* DAILY: Elmer Davis and European News Broadcasts; MONDAY THRU FRIDAY: H. V. Kaltenborn; SUNDAYS: Sunday Evening Hour; MONDAYS: Columbia Concert Hall; WEDNESDAYS: Columbia Concert Hall, Burns and Allen, Star Theatre: THURSDAYS: Kate Smith Hour; SATURDAYS: Your Hit Parade.

OCTOBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of October programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS: NEUTRALITY

A significant part of Columbia's public affairs schedule in October was devoted to addresses presenting both sides of the controversial neutrality issue, now before Congress. The series has been especially cogent, because many of the speakers are members of Congress, actually and directly engaged in shaping American policy. The broadcasts have been evenly divided between addresses in support of the present neutrality act and addresses urging the revisions proposed by President Roosevelt.

OCTOBER 3: Senator Rush Holt (D) of West Virginia, 10:45–11 p.m.

OCTOBER 4: Reverend Maurice S. Sheehy, Catholic University of America, 10–10:15 p.m.

OCTOBER 4: Senator Charles W. Tobey (R) of New Hampshire, 10:15–10:30 p.m.

OCTOBER 5: Senator Prentiss Brown (D) of Michigan, 7:15–7:30 p.m.

OCTOBER 5: Henry L. Stimson, Secretary of State during the Hoover administration, 10–10:30 p.m.

OCTOBER 7: Senator Robert F. Wagner (D) of New York, 10:30–10:45 p.m.

OCTOBER 7: Reverend Edward Lodge Curran, national director, Anti-War Crusade of the International Catholic Truth Society, 10:45–11 p.m.

OCTOBER 12: Senator Scott Lucas (D) of Illinois, 7:15–7:30 p.m.

OCTOBER 14: Senator Ernest Lundeen (Farmer-Laborite) of Minnesota, 10:30–10:45 p.m.

OCTOBER 14: Norman Thomas, Socialist candidate for the Presidency in 1936, 10:45–11 p.m.

OCTOBER 15: William Allen White, editor of the Emporia Gazette, 1:40–2 p.m.

OCTOBER 17: Senator Alexander Wiley (R) of Wisconsin, 10:30–10:45 p.m.

OCTOBER 17: Senator Josh Lee (D) of Oklahoma, 10:45–11 p.m.

OCTOBER 24: Monsignor John A. Ryan, dean of faculty of sacred sciences, Catholic University of America, 10:45–11 p.m.

OCTOBER 26: Senator Robert R. Reynolds (D) of North Carolina, 6:15–6:30 p.m.

OTHER PUBLIC AFFAIRS

OCTOBER 3: Sumner Welles, Under Secretary of State, was heard over CBS in a special broadcast from Panama City, 6:15–6:30 p.m.

OCTOBER 7: Matthew Woll, executive vice-president of the American Federation of Labor, speaking from that organization's convention in Cincinnati, described labor's role in defending democracy, 5:15–5:30 p.m.

OCTOBER 8: Dr. Edward D. Lucas, vice-president of Forman Christian College in Punjab, now in the United States on furlough, analyzed Inda's critical position in the present war, 1:40–2 p.m.

OCTOBER 10: Premier Edouard Daladier of France was heard in an address to the French people on the progress of the European war, 2–2:20 p.m.

OCTOBER 10: Secretary of Labor Frances Perkins delivered her annual report to President Roosevelt in unique form over the Columbia network, as she read sections of it in answer to the questions of six Washington newspaper correspondents. The interview was conducted exactly as the regular press conferences in the capital, 10:30–11 p.m.

OCTOBER 11: Senator Rush D. Holt (D) of West Virginia and Representative Francis H. Case (R) of South Dakota were heard in the featured addresses at the Citizens' National Keep-America-Out-Of-War Mass Meeting at Carnegie Hall, 10:30–11 p.m.

OCTOBER 12: Representative Wilburn Cartwright (D) of Oklahoma, member of the House Committee on Roads, discussed "The Development of Public Roads" in a special address over the Columbia network, 4:45–5 p.m.

OCTOBER 26: President Franklin D. Roosevelt delivered the concluding address of the New York Herald Tribune's ninth annual Forum on Current Problems. The President's talk was on the general theme of the conclave, "The Challenge to Civilization," 11–11:15 p.m.

OCTOBER 27: Charles Edison, Assistant Secretary of the Navy, was heard in a Navy Day address from Washington, 6:15–6:30 p.m.

OCTOBER 28: Representative Martin Dies (D) of Texas summarized testimony recently uncovered by his House committee investigating un-American activities, particularly with regard to Nazi and Communist elements in the United States, 10:30–11 p.m.

SPECIAL EVENTS

OCTOBER 2: A special memorial program in honor of the late George Cardinal Mundelein was heard over the Columbia network from Chicago, 3–3:15 p.m.

OCTOBER 4: Mrs. Mary Beard, author-historian and national director of the Red Cross Nursing Service, spoke over CBS on Red Cross Nurse's Day from the rostrum at the World's Fair Temple of Religion, 2:45-3 p.m.

OCTOBER 7: The University of Alabama Glee Club broadcast a choral preface to the Alabama-Fordham football game, 10:45–11 p.m.

OCTOBER 7, 21 AND 28: Ted Husing presented graphic, play-by-play descriptions of three major football contests, all scheduled from week to week in the light of latest developments in the 1939 gridiron campaign. On October 7, Husing moved his microphone to Evanston, Illinois, to describe the Northwestern-Oklahoma tussle (2:45–5:30 p.m.); on October 21, he was in Knoxville, describing the Tennessee-Alabama encounter (2:45–5:30 p.m.); and on October 28, he concluded his schedule for the month with an eye-witness account of the crucial Ohio State-Cornell battle in Columbus (1:45–4:30 p.m.).

OCTOBER 11: General Hugh S. Johnson, noted columnist, delivered an address com-

memorating the fiftieth anniversary of the Y.M.C.A. World Service. His topic was "Youth in a Warring World," 4:45–5 p.m.

OCTOBER 12: In his first public address since recent appointment as Librarian of Congress, Archibald MacLeish spoke over CBS on "Culture in the Americas," 3:45–4 p.m.

OCTOBER 13: Gipsy Smith, world-famous English evangelist, spoke under auspices of the Greater New York Federation of Churches, 4:45–5 p.m.

OCTOBER 14: CBS reporter Mel Allen described new trends in motordom in a preview of the 1940 automobile show, which opened in Grand Central Palace in New York on the following day, 10:45–11 a.m.

OCTOBER 15: The 161-year-old history of Hawaii was traced in music over the Columbia network in a broadcast of the Sixth World Concert from Honolulu. Columbia's two international stations, WCBX in New York and WCAB in Philadelphia, short-waved the program to Europe and South America, 11–11:30 a.m.

OCTOBER 22: Neville Miller, president of the National Association of Broadcasters, discussed the Association's new ruling forbidding sale of radio time for controversial broadcasts. His address was entitled "The Code Preserves Free Speech," 1:35–2 p.m.

OCTOBER 26: James Lawrence Fly, chairman of the Federal Communications Commission, discussed "The Progress of Communications," in his first radio address since his appointment on September 1, 10–10:30 p.m

OCTOBER 27: Six hundred singers from high schools in Indiana participated in a recital of the Indiana State Choral Association from Indianapolis, 4–4:30 p.m.

OCTOBER 28: The eclipse of the moon, visible throughout America, was described for the Columbia audience at its maximum of 99.2 per cent totality by Wagner Schlesinger director of Fels Planetarium, and Dr. Roy T. Marshall, associate director. The broadcast was made from the observatory of the Franklin Institute in Philadelphia, 1:30–1:40 a.m.

OCTOBER 29: David Lawrence, noted columnist, delivered a speech entitled, "Freedom for the Thoughts We Hate," in answer to Neville Miller's address of a week earlier explaining the National Association of Broadcasters code, 1:35–2 p.m.

OCTOBER 31: Representative Forest A. Harness (R) of Indiana discussed reciprocal trade policies in a special address over the Columbia network. His talk was entitled "Reciprocal Trade Follies," 10:45–11 p.m

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CBS PROGRAM BOOK • DECEMBER, 1939

THE PURSUIT OF HAPPINESS: Charles Laughton, Burgess Meredith, Mark Warnow's orchestra (see page 36)

DECEMBER, 1939

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PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes . . . Page 21

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco . . . Pages 23, 25

STEPHANO BROTHERS:
"Marvels" Cigarettes . . . . . Page 27

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco . . . Page 25

CONFECTIONERY

WM. WRIGLEY JR. COMPANY:
Wrigley's Doublemint Gum,
Wrigley's Spearmint Gum . Pages 25, 27

DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe . . . . . Page 3

ANACIN COMPANY:
Anacin . . . . . Page 3

BATHASWEET CORPORATION:
Bathasweet Products . . . . . Page 27

BAYER COMPANY:
Bayer Aspirin . . . . . Page 3

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D. . . . . Page 5

CHAMBERLAIN LABORATORIES, INC.:
Chamberlain Lotion . . . . . Page 29

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations . . . . Page

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Cue Liquid Dentifrice . . . . . Page

Cashmere Bouquet Products,
Halo, Palmolive Soap,
Colgate Tooth Powder . . . . Page

COTY, INC.:
Perfume, Cosmetics . . . . . Page 1

KOLYNOS COMPANY:
Kolynos Toothpaste . . . . . Page 1

LADY ESTHER COMPANY:
Cosmetics . . . . . Page 1

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes . . . . . Page 1

LEHN & FINK PRODUCTS CORP.:
Hind's Honey & Almond Cream . Page 1

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lifebuoy, Lux Toilet Soap . Pages 17, 1

MENNEN COMPANY:
Mennen Shave Products . . . . Page 2

NOXZEMA CHEMICAL COMPANY:
Noxzema Greaseless Cream . . Page 1

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory . . . . Pages 21, 2

FOODS & BEVERAGES

BOWEY'S, INC.:
Dari-Rich Products . . . . . Page

CALIFORNIA FRUIT GROWERS EXCHANGE:
Sunkist Oranges, Lemons . . . Page

CAMPBELL'S SOUP COMPANY:
Campbell's Soups, Beans, and Tomato Juice . . . Pages 5, 7
Franco-American Spaghetti . . Page 7

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake . . Page 9

CORN PRODUCTS SALES CO.:
(See also Laundry Soaps)
Kre-Mel Dessert . . . . . Page 11

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Grape Nuts . . . . . Page 13
Sanka, Diamond Crystal Salt, Calumet Baking Powder, Swansdown Cake Flour, Minute Tapioca, Postum . Page 13

GENERAL MILLS, INC.:
Wheaties, Corn Kix . . . . Pages 13, 15
Wheaties, Gold Medal Flour . . . . Pages 27, 29

HAWAIIAN PINEAPPLE COMPANY:
"Dole" Pineapple Juice, Gems . Page 15

GEO. A. HORMEL & COMPANY:
Spam . . . . . Page 15

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry . . . . . Page 19

PET MILK SALES CORPORATION:
Pet Evaporated Milk . . . . . Page 21

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco . . . . . Page 21

PURITY BAKERIES SERVICE CORP.:
Taystee Bread . . . . . Page 23

SEALTEST, INC.:
Sealtest System . . . . . Page 25

STERLING PRODUCTS, INC.:
Ironized Yeast . . . . . Page 25

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Toilet Goods)
Concentrated Super Suds . . . Page 9
Octagon Products . . . . . Page 29

CORN PRODUCTS SALES CO.:
(See also Foods)
Linit . . . . . Page 11

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser . . . . . Page 11

FELS & COMPANY:
Fels Naptha Soap . . . . . Page 11

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina . . . . . Page 13

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Rinso . . . . . Page 17
Lux Flakes . . . . . Page 19

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Ivory, Oxydol, Chipso . . . Pages 21, 23

LUBRICANTS

AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas Page 3

ATLANTIC REFINING COMPANY:
Atlantic White Flash Gasoline, Atlantic Motor Oil . . . . . Page 29

ETHYL GASOLINE CORPORATION:
"Ethyl" Gasoline . . . . . Page 11

GULF OIL CORPORATION:
Motor Oil and Gas . . . . . Page 15

THE PURE OIL COMPANY:
Petroleum Products . . . . . Page 23

RIO GRANDE OIL, INC.:
Petroleum Products . . . . . Page 27

TEXAS COMPANY:
Texaco Products . . . . . Page 25

TIDEWATER ASSOCIATED OIL CO.:
"Flying A" Gasoline . . . . . Page 27

UNION OIL COMPANY:
Union 76 Gasoline, Triton Motor Oil . . . . . Page 27

MISCELLANEOUS

COLUMBIA RECORDING CORPORATION:
Columbia Records . . . . . Page 9

INTERNATIONAL SILVER COMPANY:
International Sterling and 1847 Rogers Bros. Silverplate . . Page 15

PERSONAL FINANCE COMPANY:
Personal Loan Service . . . . Page 19

PRUDENTIAL INSURANCE COMPANY OF AMERICA:
Insurance Services . . . . . Page 23

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PRODU
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosme Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacc
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS**
he Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	312 Weeks
he Human Side of the News, Edwin C. Hill *News*	Mon. thru Fri. 6:05–6:15 p.m. 42 CBS stations ORIGINATES: WABC	The Joseph Katz Company	69 Weeks
our Hit Parade ark Warnow's Orchestra, rry Wood, Bea Wain, Hit raders Chorus *Popular music and vocalists*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 68 CBS stations ORIGINATES: WABC	Lord & Thomas	187 Weeks
en Bernie and All the Lads th Lew Lehr, Buddy Clark, ary Small, Manny Prager d the Bailey Sisters *Music and comedy*	Sunday 5:30–6:00 p.m. *Rebroadcast* *12:00–12:30 a.m.* 53 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
ur Gal, Sunday *Serial drama* e also KOLYNOS COMPANY)	Wed., Thurs., Fri. 12:45–1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	148 Weeks
cond Husband h Helen Menken, presented the Famous Actors' Guild *Serial drama*	Tuesday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	368 Weeks

he figures indicate the total number of weeks n which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
BOWEY'S, INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CALIFORNIA FRUIT GROWERS EXCHANGE	Sunkist Oranges Sunkist Lemons
CAMPANA SALES COMPANY	Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice

PROGRAM	TIME	AGENCY	ON CBS*
ws and Rhythm h Todd Hunter, reporter; Dave al, instrumentalist, and Carl hengarten's Orchestra *Talk and music*	Sunday 11:05–11:30 a.m. *Rebroadcast* *2:30–2:55 p.m.* 33 CBS stations ORIGINATES: WBRM	Sorensen & Company	26 Weeks
ul Sullivan Reviews · News *News*	Sun. thru Fri 11:00–11:15 p.m. *Rebroadcasts* *12:00–12:15 a.m.* *1:00–1:15 a.m.* 38 CBS stations ORIGINATES: WHAS	Batten, Barton, Durstine & Osborn, Inc.	34 Weeks
ıkist Presents Hedda pper's Hollywood *Film news and interviews*	Mon., Wed., Fri. 6:15–6:30 p.m. 28 CBS stations ORIGINATES: KNX	Lord & Thomas	30 Weeks
st Nighter ı Barbara Luddy and Tremayne *Drama at the "Little Theatre ff Times Square"*	Friday 9:30–10:00 p.m. 52 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	96 Weeks
npbell Playhouse on Welles, director, and st stars *Drama*	Sunday 8:00–8:55 p.m. *Rebroadcast* *10:00–11:00 p.m.* 70 CBS stations 14 CBC stations ORIGINATES: KNX	Ward Wheelock Company	260 Weeks
os 'n' Andy *erial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 58 CBS stations ORIGINATES: KNX		

ıe figures indicate the total number of weeks which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODU
CAMPBELL SOUP COMPANY *Continued*	Campbell's Soups
	Franco-American Spaghetti
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED	Vaseline Preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream
	Palmolive Shave Cream Palmolive Brushless Shave
	Cue Liquid Dentifrice

PROGRAM	TIME	AGENCY	ON CBS*
Brenda Curtis *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *2:30–2:45 p.m.* 58 CBS stations ORIGINATES: WABC	Ward Wheelock Company	260 Weeks
anny Ross *Songs*	Mon., Wed., Fri. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 52 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
r. Christian ith Jean Hersholt *Drama*	Wednesday 10:00–10:30 p.m. 61 CBS stations ORIGINATES: WABC	McCann-Erickson, Inc.	55 Weeks
ajor Bowes' **riginal Amateur Hour** *Amateurs, with* Major Bowes *as Master of Ceremonies*	Thursday 9:00–10:00 p.m. 82 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	195 Weeks
olgate Ask-It Basket ith Jim McWilliams *Variety quiz program*	Thursday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 62 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	198 Weeks
range As It Seems *Dramatizations of unusual facts*	Thursday 8:30–8:55 p.m. *Rebroadcast* *12:00–12:25 a.m.* 54 CBS stations ORIGINATES: WABC		
ang Busters *Police-file dramatizations*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 63 CBS stations ORIGINATES: WABC		

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Cashmere Bouquet Products Halo
	Concentrated Super Suds
	Palmolive Soap
	Colgate Tooth Powder
COLUMBIA RECORDING CORPORATION	Columbia Records
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake
	Wonder Bread

PROGRAM	TIME	AGENCY	ON CBS*
Vayne King's Orchestra ith Buddy Clark, baritone *Popular music*	Saturday 8:30–8:55 p.m. 65 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc. Lord & Thomas, Toronto	198 Weeks
lyrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 77 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
lilltop House tarring Bess Johnson *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 77 CBS stations ORIGINATES: WABC		
tepmother *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *4:45–5:00 p.m.* 29 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
ɔung Man With A Band uest orchestra, with an Seymour, MC *Music and comments*	Friday 10:30–11:00 p.m. 31 CBS stations ORIGINATES: WABC	No Agency (CBS Subsidiary)	10 Weeks
·etty Kitty Kelly *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *4:00–4:15 p.m.* 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	245 Weeks
cy Blazers th Col. Roscoe Turner, MC *Dramatizations* ·ginning December 9)	Saturday 7:30–8:00 p.m. 48 CBS stations ORIGINATES: WABC		

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
CORN PRODUCTS SALES COMPANY	Kre-Mel Dessert Linit
COTY, INC.	Perfumes Cosmetics
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
ETHYL GASOLINE CORPORATION	"Ethyl" Gasoline
FELS & COMPANY	Fels Naptha Soap
FORD MOTOR COMPANY	Ford Lincoln Lincoln Zephyr Mercury

PROGRAM	TIME	AGENCY	ON CBS*
ociety Girl *Dramatic serial*	Mon. thru Fri. 3:15–3:30 p.m. 46 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	257 Weeks
larcelle Denya, Soprano *Musical selections*	Tues., Dec. 12 10:00–10:30 p.m. 28 CBS stations ORIGINATES: MT. HOLYOKE COLLEGE	J. D. Tarcher & Co.. Inc.	Dec. 12 Only
achelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyng-ham, Inc.	257 Weeks
une-Up Time arring Tony Martin, ndre Kostelanetz's Orchestra, ay Thompson's Rhythm Singers ıd David Laughlin, tenor *Musical variety*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 66 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	42 Weeks
obby Lobby ith Dave Elman, Harry Salter's rchestra and guests *Interviews and music*	Sunday 5:00–5:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 57 CBS stations ORIGINATES: WABC	Young & Rubicam. Inc.	129 Weeks
unday Evening Hour ɔrd Symphony Orchestra and ıorus, with Fritz Reiner, guest nductor, and soloists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son. Inc.	296 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL FOODS CORPORATION	Grape Nuts
	Sanka
	Diamond Crystal Salt Calumet Baking Powder Swans Down Cake Flour
	Calumet Baking Powder Swans Down Cake Flour
	La France Satina Minute Tapioca
	Postum
GENERAL MILLS, INC.	Wheaties

PROGRAM	TIME	AGENCY	ON CBS*
Kate Smith Hour with the Group Theater, Abbott and Costello, Parker Fennelly and Arthur Allen in "Snow Village Sketches," Ted Collins, Jack Miller and His Orchestra, and guests *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12:00–1:00 a.m.* 78 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	249 Weeks
We, the People with Gabriel Heatter, Harry von Zell and Guests *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 75 CBS stations ORIGINATES: WABC		
Kate Smith Speaks *Talks and interviews*	Mon. thru Fri. 12:00–12:15 p.m. 66 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc. Benton & Bowles, Inc.	
My Son and I with Betty Garde and Kingsley Colton *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 67 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 53 CBS stations ORIGINATES: WABC		
Lum and Abner *Comedy sketches*	Mon., Wed., Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 54 CBS stations ORIGINATES: KNX		
By Kathleen Norris *Dramatization of novels*	Mon. thru Fri. 5:00–5:15 p.m. 31 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	469 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GENERAL MILLS, INC. *Continued*	Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"
GEORGE A. HORMEL & COMPANY, MAKERS OF SPAM	Spam
INTERNATIONAL SILVER COMPANY	International Sterling and 1847 Rogers Bros. Silverplat
KOLYNOS COMPANY	Kolynos Toothpaste
LADY ESTHER COMPANY	Cosmetics

PROGRAM	TIME	AGENCY	ON CBS*
Billy and Betty *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. *Rebroadcast* *6:00–6:15 p.m.* 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	469 Weeks
Screen Guild Theatre with Roger Pryor, MC, screen stars as guests, and Oscar Bradley's Orchestra *Variety and drama*	Sunday 7:30–8:00 p.m. 64 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	303 Weeks
Al Pearce and His Gang with Billy House, Arlene Harris, Marie and Her Merry Men, Don Reid, tenor, and Carl Hoff's orchestra *Music and comedy*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 66 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	46 Weeks
Happened in Hollywood with Martha Mears, John Conte, guest stars, and Eddie Dunstedter's orchestra *Musical variety*	Mon. thru Fri. 5:30–5:45 p.m. 30 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	119 Weeks
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars *Drama*	Sunday 6:00–6:30 p.m. 53 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	90 Weeks
Our Gal, Sunday *Serial drama*	Mon. and Tues. 12:45–1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	415 Weeks
Guy Lombardo and His Orchestra *Popular music*	Monday 10:00–10:30 p.m. 50 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	312 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORPORATION	Hind's Honey and Almond Cre
LEVER BROTHERS COMPANY	Rinso
	Lifebuoy
	Lux Toilet Soap
	Rinso

PROGRAM	TIME	AGENCY	ON CBS*
rand Central Station *Dramatic programs*	Friday 10:00–10:30 p.m. 52 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	126 Weeks
urns and Allen ith Ray Noble and his orchestra rank Parker, tenor, and ruman Bradley, announcer *Music and comedy*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 52 CBS stations ORIGINATES: KNX	William Esty & Co.	211 Weeks
ig Town arring Edward G. Robinson ith Ona Munson *Dramatic*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 69 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	168 Weeks
iesday Night Party arring Walter O'Keefe, Mary artin with Bobby Dolan's Orchestra d guest stars *Music and comedy* is series ends December 12)	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:00–12:30 a.m.* 63 CBS stations 26 CBC stations ORIGINATES: WABC		
ix Radio Theatre cil B. DeMille, director, th stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 63 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	
g Sister th Alice Frost and Martin Gabel *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 72 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan. Inc.	

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY *Continued*	Spry
	Lux Flakes Lux Toilet Soap
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NOXZEMA CHEMICAL COMPANY	Noxzema Greaseless Cream
PENN TOBACCO COMPANY	"Kentucky Club" Pipe Tobacco
PERSONAL FINANCE COMPANY	Personal Loan Service

PROGRAM	TIME	AGENCY	ON CBS
unt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon *Rebroadcast* *2:15–2:30 p.m.* 67 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	168 Weeks
he Life and Love of Dr. Susan *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *5:15–5:30 p.m.* 65 CBS stations 26 CBC stations ORIGINATES: WABC	J. Walter Thompson Company	
ıul Whiteman and His **rchestra,** with Joan Edwards, d The Modernaires *Musical variety*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–12:00 mid.* 97 CBS stations ORIGINATES: ON TOUR	Newell-Emmett Co., Inc.	359 Weeks
ob Trout *News*	Tues., Thurs., Sat. 3:30–3:35 p.m. Starting December 11 Mon., Wed., Fri. 3:30–3:35 p.m. 38 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	55 Weeks
ox Pop rks and Wally *Interviews*	Thursday 7:30–8:00 p.m. 53 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	8 Weeks
oc Barclay's Daughters *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	108 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory Crisco

PROGRAM	TIME	AGENCY	ON CBS*
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus *Musical*	Saturday 9:45–10:15 p.m. 54 CBS stations ORIGINATES: WABC	Gardner Advertising Company	317 Weeks
Mary Lee Taylor Home economist; Bob Trout, News *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 63 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Genevieve Rowe, "Beverly," Glenn Cross, Ray Bloch's Swing 14 *Musical variety and dramatic interludes*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 80 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	169 Weeks
Professor Quiz With Bob Trout *Questions and Answers*	Friday 7:30–8:00 p.m. *Rebroadcast* *9:00–9:30 p.m.* 54 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	261 Weeks
The Goldbergs *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 36 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	
This Day Is Ours *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 47 CBS stations ORIGINATES: WABC		

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE PROCTER & GAMBLE CO. *Continued*	Chipso Oxydol Chipso Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
PURITY BAKERIES SERVICE CORP.	Taystee Bread
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco

PROGRAM	TIME	AGENCY	ON AIR*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 39 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc.	261 Weeks
Manhattan Mother *Serial drama*	Mon. thru Fri. 9:00–9:15 a.m. 12 CBS stations ORIGINATES: WBBM		
Jimmie Fidler *Hollywood news reporter*	Tuesday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 62 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
When a Girl Marries *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 50 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	27 Weeks
Daltenborn Edits The News *News Analysis*	Mon., Wed., Fri. 6:30–6:45 p.m. 39 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	31 Weeks
Smilin' Ed McConnell *Songs and talks*	Mon. thru Fri. 4:45–5:00 p.m. 17 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	35 Weeks
"Blondie" with Penny Singleton and Arthur Lake *Domestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 87 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	335 Weeks

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CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
R. J. REYNOLDS TOBACCO COMPANY *Continued*	Camel Cigarettes
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
STERLING PRODUCTS, INC.	Ironized Yeast
TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco
WM. WRIGLEY JR. COMPANY	Wrigley's Doublemint Gum Wrigley's Spearmint Gum

PROGRAM	TIME	AGENCY	ON CBS*
Bob Crosby's Orchestra vith Johnny Mercer, singer ınd The Bobcats *Musical variety* This series ends December 26)	Tuesday 9:30–10:00 p.m. 93 CBS stations ORIGINATES: ON TOUR	William Esty & Company, Inc.	335 Weeks
Your Family and Mine *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	31 Weeks
Court of Missing Heirs *Drama* Beginning December 19)	Tuesday 8:30–8:55 p.m. 58 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	368 Weeks
Texaco Star Theatre ith Ken Murray, MC, rances Langford, Kenny Baker, ene Noblette, James Wallington, nd David Broekman's Orchestra;)rama with Broadway and Hollywood Stars, Burns Mantle, ommentator *Variety and drama*	Wednesday 9:00–10:00 p.m. 91 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	129 Weeks
Model Minstrels ith Tom Howard and George helton, the Eton Boys and ay Bloch's Orchestra *Comedy and music*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 54 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	235 Weeks
ateway to Hollywood nalists of talent quest *Serial drama*	Sunday 6:30–7:00 p.m. 66 CBS stations ORIGINATES: WBBM	Frances Hooper Advertising Agency	389 Weeks

**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

	CLIENT	PRODUCT
	WM. WRIGLEY JR. COMPANY *Continued*	Wrigley's Spearmint Gum
COLUMBIA PACIFIC NETWORK	AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
	BATHASWEET CORPORATION	Bathasweet Products
	MENNEN COMPANY	Mennen Shave Products
	GENERAL MILLS, INC. (Sperry Flour Co.)	Wheaties
	STEPHANO BROTHERS	"Marvels" Cigarettes
	TIDEWATER ASSOCIATED OIL COMPANY	"Flying A" Gasoline
	UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil
COLUMBIA CALIFORNIA NETWORK	RIO GRANDE OIL, INC.	Petroleum Products

PROGRAM	TIME	AGENCY	SERIES*
Scattergood Baines *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 73 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	389 Weeks
"Bob Garred Reporting" *News*	Mon. thru Fri. 5:45–5:55 p.m. PST	McCann-Erickson, Inc.	10 Weeks
	Tues., Thurs. 7:30–7:45 a.m. PST	H. M. Kiesewetter Advertising Agency	7 Weeks
	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX		52 Weeks
ly Children *Dramatic serial*	Mon. thru Fri. 8:45–9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	469 Weeks
Sports Huddle" ith Tom Breneman and raven Dyer *Sports news*	Tues., Thurs., Sat. 7:30–7:45 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	18 Weeks
acific Coast Conference **ootball Game** *Eye-witness account of Southern California-Washington contest*	Saturday, Dec. 2 2:15–5:00 p.m. PST ORIGINATES: VARIOUS STATIONS	Lord & Thomas	150 Weeks
Union Oil Program" *Opera and light opera in tabloid form*	Thursday 9:30–10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	8 Weeks
alling All Cars *Police file dramatizations*	Tuesday 7:00–7:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	313 Weeks

**The figures indicate the total number of weeks in which the client has used CBS facilities.*

CBS SPONSORED PROGRAMS

	CLIENT	PRODUCT
COLUMBIA DIXIE NETWORK	COLGATE-PALMOLIVE-PEET CO.	Octagon Products
COLUMBIA MIDWESTERN NETWORK	CHAMBERLAIN LABORATORIES, INC.	Chamberlain Lotion
	GENERAL MILLS, INC.	Gold Medal Flour
COLUMBIA NEW ENGLAND NETWORK	ATLANTIC REFINING CO.	Atlantic White Flash Gasoline Atlantic Motor Oil
WABC	J. W. BEARDSLEY SONS	Foods and Canned Foods
	BOND STORES, INC.	Men's Clothing
	LIGGETT DRUG COMPANY, INC.	Fountain Service
	QUAKER OATS COMPANY	Aunt Jemima's Pancake Flour
	BROWN & WILLIAMSON TOBACCO CORP.	Raleigh Cigarettes

"Woman of Courage" *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. ORIGINATES: WABC	Benton & Bowles, Inc.	20 Weeks
Anson Weeks' Orchestra *Popular music*	Sunday 2:30–2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	25 Weeks
Caroline's Golden Store *Dramatic serial*	Mon. thru Fri. 4:15–4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	469 Weeks
Holy Cross-Boston College Football Game *Play-by-play description*	Saturday, Dec. 2 2:00–4:30 p.m. ORIGINATES: WORC	N. W. Ayer & Son, Inc.	120 Weeks
The Morning Almanac Featuring Phil Cook	Tues., Thurs., Sat. 7:30–7:45 a.m. Mon. thru Sat. 7:15–7:30 a.m. Mon., Wed., Fri. 7:30–7:45 a.m. Tues. thru Sat. 8:30–8:45 a.m.	Neff-Rogow, Inc. Sherman K. Ellis, Inc.	10 Weeks 12 Weeks 46 Weeks 21 Weeks
Hal Allen's Sports Review *Football previews and results*	Thurs. and Sat. 6:15–6:30 p.m.	Batten, Barton, Durstine & Osborn, Inc.	34 Weeks

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WABC SPONSORED PROGRAMS

CLIENT	PRODUCT
BULOVA WATCH COMPANY	Bulova Watches
CHRYSLER CORPORATION (DODGE DIVISION)	Dodge Automobiles
KONDON MANUFACTURING COMPANY	Kondon's Nasal Jelly
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO.	Rem, Rel
PATON CORPORATION	Yuban Coffee
MELVILLE SHOE COMPANY	Thom McAn Shoes
OXO (U. S. A.), LTD.	Beef Cubes Meat Extracts
PEPSI-COLA COMPANY	Pepsi-Cola
REGAL SHOE COMPANY, INC.	Regal Shoes

PROGRAM	TIME	FIRM	NO. WEEKS*
Time Signals	Mon. thru Sun. 10 Times daily	The Biow Company	534 Weeks
Bob Trout *News* (This series ends December 2)	Saturday 9:45–10:00 p.m.	Ruthrauff & Ryan, Inc.	195 Weeks
Weather Reports	Mon., Wed., Fri. 6:59–7:00 a.m.	Addison Lewis & Associates	2 Weeks
Richard Maxwell *Hymns and talks*	Mon., Wed., Fri. 3:45–4:00 p.m.	William Esty & Co., Inc.	61 Weeks
Early Evening News with Paul Parks	Tues., Thurs., Sat. 6:00–6:05 p.m.	The Joseph Katz Company	8 Weeks
	Mon., Wed., Fri. 6:00–6:05 p.m.	Campbell-Ewald of New York, Inc.	Starts Dec. 4
Early Morning News (This series ends December 23)	Mon. thru Sat. 7:45–8:00 a.m.	Neff-Rogow, Inc.	52 Weeks
Old-Fashioned Favorites *Popular music* (Beginning December 18)	Mon. thru Sat. 8:15–8:20 a.m.	Platt-Forbes, Inc.	Starts Dec. 18
Have You Forgotten? *Popular music* (Beginning December 4)	Mon. thru Sat. 8:20–8:25 a.m.	Newell-Emmett Company	Starts Dec. 4
Elmer Davis *News*	Mon., Wed., Fri. 6:30–6:45 p.m.	Cecil & Presbrey, Inc.	18 Weeks

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CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these twelve classifications:

1. CHRISTMAS PROGRAMS . . . . . *Page 34*
2. NEWS BROADCASTS . . . . . *Page 35*
3. VARIETY . . . . . *Page 36*
4. DRAMATIC SERIES . . . . . *Page 36*
5. PERSONALITIES . . . . . *Page 37*
6. SPECIAL EVENTS . . . . . *Page 38*
7. PUBLIC AFFAIRS . . . . . *Page 39*
8. RELIGIOUS BROADCASTS . . . . *Page 40*
9. CHILDREN'S PROGRAMS . . . . . *Page 41*
10. SERIOUS MUSIC . . . . . *Page 42*
11. EDUCATIONAL PROGRAMS . . . . *Page 46*
12. LIGHT MUSIC . . . . . *Page 50*

CBS SHORT WAVE BROADCASTS . . . *Page 51*

ADDENDA: NOVEMBER PROGRAMS . . . . . *Page 53*

CHRISTMAS PROGRAMS

PROGRAM AND TIME	DESCRIPTION
Christmas Messages: Pope Pius, King George and Eamon de Valera AT VARIOUS HOURS MONDAY, DECEMBER 25	On Christmas Day Columbia broadcasts holiday messages from Pope Pius XII in the Vatican (time not yet scheduled), King George VI in London (10:00–10:05 a.m.), and Eamon de Valera in Dublin (3:35–3:45 p.m.).
White House Tree Lighting 5:00–5:30 p.m. SUNDAY, DECEMBER 24	President Roosevelt lights the National Community Christmas Tree and sends holiday greetings to the nation from the White House.
CBS Carol Program 12:00–1:00 a.m. SUNDAY, DECEMBER 24 (Actually Monday)	Howard Barlow, the Columbia Symphony Orchestra, organist Julius Mattfeld, a chorus of mixed voices, and vocal soloists join in a carol program early Christmas morning.
Midnight Mass 1:00–1:30 a.m. SUNDAY, DECEMBER 24 (Actually Monday)	Midnight Mass at St. Meinrad's Abbey in Indiana is brought to Columbia listeners in a special Christmas Eve broadcast. The St. Meinrad Choir is heard during Mass.
Carol Programs AT VARIOUS HOURS DECEMBER 16 THRU 29	A partial list of the groups singing carols over CBS during Christmas season follow: Juilliard Chorus; Broad St. Church Choir of Columbus; Schoolfield (Va.) High School Chorus; Bach Choir of Bethlehem; Binghamton A Cappella Chorus; Statler Hotel Employees; Sts. Cyril and Methodius Seminary Choir; Grand Central Carols; West Presbyterian Church Choir, St. Louis; Syracuse School Children; Ilion High School Chorus.
Commander Kelly 1:45–2:00 p.m. SUNDAY, DECEMBER 24	Raymond F. Kelly, National Commander of the American Legion, speaks over the Columbia network in a Christmas message to veterans.

CBS SUSTAINING PROGRAMS

NEWS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
News Summaries, Analyses and Broadcasts from Europe SCHEDULED PERIODS MONDAY THRU SUNDAY	Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule: *European broadcasts:* Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; William L. White from Helsinki; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00–8:15 a.m., 6:45–7:00 p.m., MONDAY THRU FRIDAY; 8:00–8:15 a.m., 6:45–7:00 p.m., SATURDAY; 9:00–9:15 a.m., 7:00–7:30 p.m., SUNDAY. *News Summaries:* Latest press dispatches: 6:30 a.m., 6:00 p.m., 1:55 a.m., MONDAY, WEDNESDAY AND FRIDAY; 6:30 a.m., 3:30, 6:00 p.m., 1:55 a.m., TUESDAY AND THURSDAY; 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:55 p.m., 1:55 a.m., SUNDAY. *News analyses:* H. V. Kaltenborn and Major George Fielding Eliot, 6:30–6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis and the News, 8:55–9:00 p.m., MONDAY THRU SUNDAY; Albert Warner from Washington, 6:05–6:15 p.m., EACH SATURDAY.

	PROGRAM AND TIME	DESCRIPTION
VARIETY	**"The Pursuit of Happiness"** Approximately 4:30 p.m. EACH SUNDAY (Immediately following Philharmonic Broadcast)	This unique, spirited series is dedicated to the brightness and happiness in America's way of life. Each week the program features distinguished guests, who are introduced by Burgess Meredith, permanent master of ceremonies and one of America's most brilliant and versatile young actors. Mark Warnow's orchestra and Lyn Murray's chorus furnish music for the program, and Carl Carmer, Columbia's American correspondent, reports on the week's newsworthy spot, somewhere in the United States. Norman Corwin directs and Eric Barnouw writes the script. On December 3, Meredith appears with Franchot Tone in a radio dramatization of Edward Everett Hale's "The Man Without a Country."
	Columbia Gay Nineties Revue 10:15–10:45 p.m. EACH SATURDAY	Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song-writer, introduces soprano Genevieve Rowe, comedienne Beatrice Kay, and the sturdy slapstick comedy team, Latimer and Costello. Ray Bloch is the conductor and Al Rinker the producer.
DRAMATIC SERIES	**Ellery Queen** 10:00–11:00 p.m. EACH SUNDAY 8:00–8:55 p.m. BROADCAST TO WEST	The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of four guest "armchair detectives," drawn from the studio audience, who try to determine the identity of the culprit before the true solution is enacted. George Zachary is director and producer.

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES *Continued*	**Columbia Workshop** 10:00–10:30 p.m. EACH THURSDAY	The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. The Workshop continues to present original radio plays and operas as well as dramatizations of well-known books. DECEMBER 7: The Globe Theater of the Air, directed by Margaret Webster, presents William Shakespeare's "As You Like It." George Zachary supervises the production.
PERSONALITIES	**"Uncle Jonathan"** 3:35–3:45 p.m. MONDAY THRU FRIDAY	Uncle Jonathan, editor of the Bottsville Bugle, the world's only cellophane newspaper, entertains Columbia listeners from BBNF, key station of the mythical Alfalfy Network.
	Major Bowes' Capitol Family 11:30 a.m.–12:30 p.m. EACH SUNDAY	Major Bowes' Capitol Family presents a spirited musical program each Sunday morning. The family includes the three Dalton Brothers: Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist; and Waldo Mayo's orchestra.
	Richard Maxwell 9:00–9:15 a.m. EACH SATURDAY 3:45–4:00 p.m. MONDAY THRU FRIDAY	Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy. He is heard on Saturday morning in addition to his regular Monday-thru-Friday afternoon programs.
	Outdoors with Bob Edge 9:15–9:30 a.m. EACH SUNDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts each Sunday.

SPECIAL EVENTS

PROGRAM AND TIME	DESCRIPTION
Army-Navy Game 1:15–4:15 p.m. SATURDAY, DECEMBER 2	The annual Army-Navy classic is graphically described for CBS listeners by Ted Husing, from the Municipal Stadium in Philadelphia.
Akron "Rubber Ball" 12:00–12:30 a.m. SATURDAY, DECEMBER 2	A vivid word-picture of Akron's major social event, the annual "Rubber Ball," is brought to the CBS audience from the ballroom.
Livestock Show 9:45–10:00 a.m. SATURDAY, DECEMBER 2 9:15–9:30 a.m. MONDAY AND WEDNESDAY, DECEMBER 4 AND 6	Columbia covers the opening of the International Livestock Exposition in Chicago—biggest agricultural event of the year for North American farmers—with special reports and interviews from the scene of the exposition, the Livestock Amphitheatre.
Harry P. Davison 4:00–4:15 p.m. WEDNESDAY, DECEMBER 6	Harry P. Davison, treasurer of the New York unit of the National Tuberculosis Association, appeals to the nation to support the Christmas seal drive.
Stock Exchange Broadcast 11:30 a.m.–12:01 p.m. SATURDAY, DECEMBER 30	Microphones are placed in strategic positions throughout the New York Stock Exchange to capture the full effect of the feverish activity which characterizes daily trading. The broadcast, which is the first radio program to originate on the floor of the exchange, is highlighted by an address by William McChesney Martin, Jr., President of the Exchange.
"Twelve Crowded Months" 10:15–11:15 p.m. SATURDAY, DECEMBER 30	The twelve biggest news events of 1939, as selected by newspaper editors throughout the country, are dramatized in a full-hour broadcast by an outstanding cast of radio actors.

CBS SUSTAINING PROGRAMS

PUBLIC AFFAIRS

PROGRAM AND TIME	DESCRIPTION
"Columbia's Country Journal" 12:00–12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agri cultural programs, presents a weekly roundu of farm news and interviews distinguished farn leaders. His first December broadcast is de voted to the Livestock Exposition in Chicago
Mrs. Franklin D. Roosevelt 10:45–11:00 p.m. TUESDAY, DECEMBER 5	Mrs. Roosevelt interviews two young rura school pupils during observance of the twenty fifth anniversary of the Alliance for Guidanc of Rural Youth. Mrs. Roosevelt is introduce by Miss Latham Hatcher, president of th Alliance.
Secretary of Labor Frances Perkins 1:45–2:00 p.m. SUNDAY, DECEMBER 3	Secretary of Labor Frances Perkins discusse the second section of her annual report t Congress, covering the Wage-Hour Adminis tration, in an interview by Albert Warner, CB Washington correspondent.
Colby Chester 4:00–4:30 p.m. FRIDAY, DECEMBER 8	Colby Chester, chairman of the board of Gen eral Foods, Inc., speaks from the forty-fourt annual Congress of American Industry. Them of the conclave is: "A Republic Forever."
Carl Hinshaw 10:45–11:00 p.m. SATURDAY, DECEMBER 2	Representative Carl Hinshaw (R) of Califor nia delivers a special address over the Colum bia network on the CBS "American View points" series.
F. Trubee Davison 10:45–11:00 p.m. SATURDAY, DECEMBER 9	F. Trubee Davison, assistant secretary for avia tion in the Coolidge and Hoover administra tions, cites need of guaranteeing economi security to avoid war in a special address ove CBS, entitled "Preparedness for Peace."

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is presenting its eighth year of Sunday morning and afternoon religious broadcasts. The December schedule: DECEMBER 3: *Morning* — Rev. Robert B. Whyte, Old Stone Church, Cleveland, Ohio (Presbyterian). *Afternoon*—Very Rev. Monsignor Leo J. Steck, Chaplain, St. Mary of the Angels, Motherhouse, St. Louis, Missouri. DECEMBER 10: *Morning*—Rev. Fredrik A. Schiotz, executive secretary, Student Service Department, American Lutheran Conference, Chicago, Illinois. *Afternoon*—Rabbi Gershon Hadas, Congregation Keneseth, Israel Beth Sholom, Kansas City, Missouri. DECEMBER 17: *Morning* — Mr. William R. Knox, Boston, Massachusetts (Christian Scientist). *Afternoon*—Salt Lake Tabernacle Choir in "*The Messiah*" by Handel (Mormon), 12:30–1:30 p.m. DECEMBER 24: *Morning*—Rev. Carl A. Glover, Walnut Hills Congregational Church, Cincinnati, Ohio. *Afternoon*—Rev. Joseph A. Vaughan, S. J., Program Director, Vatican Radio Station, and Choir, North American College in Rome. DECEMBER 31: *Morning*—Rt. Rev. James E. Freeman, D.D., Bishop of Washington, Cathedral Close, Mt. St. Alban, Washington, D. C. (Episcopalian). *Afternoon*—Rev. John Haynes Holmes, Community Church, New York City (Unitarian).

CBS SUSTAINING PROGRAMS

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS BROADCASTS *Continued*	**Wings Over Jordan** 9:30–10:00 a.m. EACH SUNDAY	This program of religious talks and spiritual is presented by outstanding Negro leaders an educators and a choir of thirty-five voices. DECEMBER 3: Rev. A. Clayton Powell, pastor Abyssinian Baptist Church, New York City. DECEMBER 10: Bishop William A. Fountain Senior Presiding Bishop, Sixth Episcopal Dis trict, A. M. E. Church, Atlanta, Georgia. DECEMBER 17: Mrs. Addie W. Dickerson, presi dent, International Council of Women o Darker Races, Philadelphia, Pennsylvania. DECEMBER 24: Rev. W. P. Offut, pastor, Cal vary Baptist Church, Louisville, Kentucky DECEMBER 31: Rev. Richard H. Bowling, pas tor, First Baptist Church, Norfolk, Virginia
	Bible Sunday Program 1:45–2:00 p.m. SUNDAY, DECEMBER 10	Senator James J. Davis of Pennsylvania tell "What the Bible Means to Me," in this CB address on Universal Bible Sunday.
CHILDREN'S PROGRAMS	**"March of Games"** 10:30–11:00 a.m. EACH SUNDAY	Puzzlers are submitted and answered by youth ful contestants in this CBS children's qui series. Arthur Ross is schoolboy emcee an Sybil Trent serves as "Miss Drum Major."
	"Let's Pretend" 12:30–1:00 p.m. EACH SATURDAY	The world's greatest fairy tales and origina fantasies are dramatized for radio by Nil Mack and presented by a cast of child actors
	"So You Want To Be—" 4:30–4:45 p.m. EACH THURSDAY	Successful persons in various professions ar interviewed by a group of youngsters eager t follow in their footsteps. The program is pre sented by CBS and *Young America* magazine

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic Symphony Orchestra AT 3:00 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant. remains the program commentator. From Carnegie Hall this month: DECEMBER 3: *(From Utica). Weber:* Overture, "Der Freischutz"; *Tschaikowsky:* Symphony No. 5, in E minor, Opus 64; *Respighi:* Symphonic Poem, "The Fountains of Rome." DECEMBER 10: *Rossini:* Overture, "William Tell"; *Mozart:* Symphony No. 41, in C major ("Jupiter" Symphony): *Beethoven:* Symphony No. 5, in C minor. Opus 67. DECEMBER 17: *Nicolai:* Overture, "The Merry Wives of Windsor": *Haydn:* Concerto for Violincello and Orchestra, in D major, EMANUEL FEUERMANN, soloist; *Mahler:* Adagietto from Symphony No. 5, in C-sharp minor; *Ravel:* "Daphnis and Chloe," Suites I and II. DECEMBER 24: *Corelli:* Concerto Grosso, No. 8, in G minor ("Fatto per la Notte di Natale"); *Weinberger:* "Christmas Eve"; *Arensky:* Variations on a Christmas Carol by Tschaikowsky, for String Orchestra, Opus 35-a; *Strauss:* Waltz, "Emperor," and Overture, "Der Zigeunerbaron." DECEMBER 31: Program to be scheduled. Georges Enesco, guest conductor.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

PROGRAM AND TIME	DESCRIPTION
Indianapolis Symphony Orchestra 10:30–11:00 p.m. WEDNESDAY, DEC. 6, 13 AND 27 11:05 a.m.–12:00 noon SATURDAY, DECEMBER 30	The Indianapolis Symphony Orchestra, under the direction of Fabien Sevitsky, continues its series of Wednesday evening broadcasts over the Columbia network. On its December 6 program, the orchestra features "Fugue for Eighteen Violins," a popular modern work by Arcady Dubensky.
Cincinnati Conservatory of Music 11:05 a.m.–12:00 noon SATURDAY, DECEMBER 9 10:30–11:00 p.m. MONDAY, DECEMBER 4 4:00–4:30 p.m. MONDAY, DECEMBER 18	The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra, both composed of students and faculty members, perform on the programs. Severin Eisenberger of the artist faculty is piano soloist on December 4. Alexander von Kreisler is the regular conductor.
Curtis Institute of Music 10:30–11:00 p.m. MONDAY, DECEMBER 11	The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on CBS. On December 11 Alfred Mann is heard on the recorder, an antique wind instrument, and Ezra Rachlin conducts the string orchestra.
Cleveland Institute of Music 4:00–4:30 p.m. EACH TUESDAY	The Cleveland Institute of Music broadcasts over the Columbia network each Tuesday afternoon. Harold Fink, pianist, and Josef Fuchs violist, are recitalists on the first December program.
New England Conservatory of Music 11:05 a.m.–12 noon SATURDAY, DECEMBER 16	The New England Conservatory of Music Orchestra is heard in a fifty-five minute program of classical selections. Quincy Porter is the conductor.

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic Young People's Concerts 3:45–4:45 p.m. MONDAY, DECEMBER 11 11:05 a.m.–12:15 p.m. SATURDAY, DECEMBER 23	The Philharmonic Symphony Orchestra is heard in the second of a series of Saturday morning concerts especially prepared for young people. A supplementary concert, added to accommodate the overflow audience of the popular series, is heard Monday afternoon, December 11. Suzanne Bloch is featured as lute soloist on the supplementary program.
Ohio State University Choral Groups 11:05 a.m.–12 noon SATURDAY, DECEMBER 2	Three Ohio State University choral groups are heard in a program of hymns and folk-songs. Louis H. Diercks, Marguerite Miller, and Dale V. Gilliland direct the University Chorus, the Women's Glee Club, and the Men's Glee Club, respectively.
Vera Brodsky 3:35–4:00 p.m. SATURDAY, DECEMBER 9, 23 & 30	Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this new series of piano recitals. Her first program is devoted to Maurice Ravel's suite, "Le Tombeau de Couperin."
"So . . . You Think You Know Music"—Ted Cott 2:30–2:55 p.m. EACH SUNDAY	Four volunteers participate in a musical quiz, conducted by Ted Cott and judged by Leonard Liebling. The program remains a rigorous inquisition on classical selections and composers.
Columbia Concert Orchestra 5:00–5:30 p.m. EACH SATURDAY	The Columbia Concert Orchestra, under the direction of Howard Barlow, continues to present its series of varied selections from classical and serious modern composers.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC
Continued

PROGRAM AND TIME	DESCRIPTION
Library of Congress Concert 3:00–4:00 p.m. SATURDAY, DECEMBER 16	The Budapest String Quartet, consisting o Josef Roismann and Alexander Schneider, vic lins, Boris Kroyt, viola, and Mischa Schneider violoncello, is heard in a recital from Wash ington.
Salt Lake City Tabernacle Choir 12:30–1:00 p.m. EACH SUNDAY	This world famous choir sings selections o religious music weekly from one of America' greatest auditoriums, the Salt Lake City Taber nacle. Frank Asper, Tabernacle organist accompanies the choir.
Greenfield Village Chapel 8:45–9:00 a.m. EACH WEDNESDAY	This new Columbia series features the singin of the Greenfield Village Chapel children' choir. The broadcast originates in Greenfiel Village and is brought to the network in a re mote from WJR, Columbia's station in Detroit
Walberg Brown Strings 1:35–2:00 p.m. SUNDAY, DECEMBER 17 & 31 1:35–1:45 p.m. SUNDAY, DECEMBER 3, 10, & 24	A string ensemble, under the direction of Wal berg Brown, musical director of Columbia' Cleveland station, WGAR, plays classica selections in this Sunday series.
University Women's Chorus 2:30–3:00 p.m. SATURDAY, DECEMBER 9	The University's Women's Chorus, a New Yorl organization composed of singers from variou colleges, broadcast a program of hymns an folk-songs from the studios of WABC. Include on their program are selections by Chaminade Franck, Kodaly, and Donastia and arrange ments by Davison and Grainger.

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Americans at Work 10:30–11:00 p.m. EACH THURSDAY	Columbia presents authentic and colorful accounts of many of the jobs which make up the intricate web of American industrial life. Workers and craftsmen address the CBS audiences directly from laboratories, tunnels, workshops, city rooms, and offices all over the country. The December schedule: DECEMBER 7: Picture Magazine Worker DECEMBER 14: Private Detective DECEMBER 21: Tree Grower DECEMBER 28: United States Marine
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson, Chairman of Columbia's Adult Education Board, entertains four Americans at dinner and discusses current problems with them extemporaneously. His guests on December 2, including Princess Alexandra Kropotkin, discuss the topic: "Should the United States Help to Make Peace in Europe?"

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
American School of the Air 9:15–9:45 a.m. *Rebroadcast* 3:35–4:00 p.m. MONDAY THRU FRIDAY	The American School of the Air, now in it eleventh year as a Columbia network educa tional feature, is heard regularly in 150,00(classrooms all over the country. Programs ar prepared with the cooperation of many na tional educational organizations and the coun sel of a Board of Consultants. The Decembe schedule: MONDAYS—*Frontiers of Democracy* DECEMBER 4: Tomorrow's Fuel. DECEMBER 11: Mastering the Machine. TUESDAYS—*Folk Music of America* DECEMBER 5: Teamster Songs. DECEMBER 12: Courting Songs. WEDNESDAYS—*New Horizons* DECEMBER 6: Down the Mississippi to th Sea. DECEMBER 13: Bering Discovers an "Ice-Box.' THURSDAYS—*Tales from Far and Near* DECEMBER 7: Chesley Kahmann—"Th Cream-Colored Pony." DECEMBER 14: Frank Stockton: — "The Poo Count's Christmas." *Friday—This Living World* DECEMBER 1: Where We Live. DECEMBER 8: Our Flag in the Far East. DECEMBER 15: Uncle Sam as a Good Neighbor
Bull Session 4:00–4:30 p.m. EACH SATURDAY	Students at a group of mid-western universitie hold extemporaneous, informal discussions o important social and political problems.

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
Highways to Health 4:30–4:45 p.m. EACH WEDNESDAY	The New York Academy of Medicine arranges these instructive talks for laymen. Dr. Iago Galdston is in charge. The December schedule: DECEMBER 6: Dr. Arthur C. DeGraff, professor of therapeutics, N. Y. College of Medicine: "What Can Be Done About Heart Disease in Middle Life?" DECEMBER 13: Dr. Samuel Karelitz, adjunct pediatrician, Mt. Sinai Hospital: "The Normal Child." DECEMBER 20: Dr. Alfred G. Langmann, chief, Children's Cardiac Clinic, Vanderbilt Clinic: "Rheumatic Fever in Children." DECEMBER 27: Dr. Clyde E. McDonnald, surgeon, New York Ear and Eye Infirmary: "Where Can I Get a Good Eye Examination at a Price I Can Afford?"
Men Behind the Stars 4:30–4:45 p.m. EACH FRIDAY	Legends of the constellations are dramatized in this series, arranged by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.
Of Men and Books 4:30–4:45 p.m. EACH TUESDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.
Dr. Perrin H. Long 10:30–11:00 p.m. TUESDAY, DECEMBER 12	Dr. Perrin H. Long, who is largely responsible for the introduction of Sulfanilamide into American medical practice, discusses qualities and uses of the drug in a special CBS broadcast.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS
Continued

PROGRAM AND TIME	DESCRIPTION
What's Art to Me? 6:30–6:45 p.m. EACH SATURDAY	CBS joins the Museum of Modern Art in presenting this unusual program of drama, talks and interviews about contemporary art. On December 2 the program dramatizes the story of motion pictures, with Iris Barry, curator of the Museum's film library, as guest. Holger Cahill serves as master of ceremonies.
Adventures in Science 4:30–4:45 p.m. EACH MONDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Incorporated. DECEMBER 4: Mr. S. D. Kirkpatrick, editor, Chemical and Metallurgical Engineering, and Mr. Frank A. Howard, president, Standard Oil Development Corporation. DECEMBER 11: Dr. Dean R. Brimhall, assistant to chairman, Civil Aeronautics Authority. DECEMBER 18: Dr. G. H. Collingwood, Foresters of American Forestry Association. DECEMBER 25: Mr. Davis presents highlights of Review of Science for 1939.
What Price America? 1:00–1:30 p.m. EACH SATURDAY	These documentary programs, prepared by CBS and the Department of the Interior, dramatize America's effort to conserve natural resources. December's schedule includes the story of Puerto Rico, strategic minerals, and a Christmas program.
Democracy in Action 2:00–2:30 p.m. EACH SUNDAY	This series, presented by CBS in cooperation with the United States Office of Education, describes America's fight against disease in its first three December programs.

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
Concert in Rhythm 10:00–10:30 p.m. EACH TUESDAY	Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Nan Wynn, popular CBS soloist, in its December schedule. Ed Cashman produces these weekly concerts.
CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Hubert Hendrie — Genevieve Rowe Michael Loring — Nan Wynn
Deep River Boys, Four Clubmen VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.
Dance Orchestras VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for December: Louis Armstrong — Carl Lorch Mitchell Ayres — Leighton Noble Richard Bono — Harry Owens Bob Chester — Ray Pearl Eddie Duchin — Louis Prima Benny Goodman — Tommy Reynolds Everett Hoagland — Buddy Rogers Sammy Kaye — Tommy Tucker Vincent Lopez — Lawrence Welk Paul Whiteman

CBS SHORT WAVE PROGRAMS

PROGRAM AND TIME	DESCRIPTIO
CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA	Columbia's schedule of programs to Europ and South America, over short wave statior WCBX (New York) and WCAB (Phil. delphia, consists of programs designed e clusively for European and South America listeners, as well as selected programs heai regularly over the network. The present sche ule includes 63½ hours of short-wave broa casts each week to Europe and 45½ to Sout America.
SPECIAL CBS BROADCASTS TO EUROPE	
News Broadcasts 1:30–1:45 p.m. 5:00–5:50 p.m. 5:50–6:00 p.m. MONDAY THRU FRIDAY 11:00 a.m.–12 noon SATURDAY	Columbia transmits daily news programs Europe in English, as well as in French, Ge man, Italian and Polish. Sources for the nev broadcasts are similar to those available the network's regular reporters and analyst A feature of the summaries is a review of noc New York Stock Exchange prices and closir prices.
Hollywood News MONDAY, 2:30–2:45 p.m. TUESDAY, 8:15–8:30 p.m. THURSDAY, 7:45–8:00 p.m.	In collaboration with Will Hays' office, Colur bia presents news of Hollywood once eac week in English, Spanish, and Portuguese r spectively. Information for the program furnished by many producing companies.
SPECIAL CBS BROADCASTS TO SOUTH AMERICA	
News in Spanish 6:45–7:00 p.m. MONDAY THRU SUNDAY	This program of world-wide news events broadcast in Spanish, Monday through Fi day by Alberto Zalamea, well-known journa ist and native of Colombia, and Saturday an Sunday by Americo Lugo-Romero.
News in Portuguese 7:15–7:30 p.m. MONDAY THRU FRIDAY	Luis Correa, native Brazilian journalist, r ports the news each week-day in Portugue for Columbia's audience in Brazil.

TYPICAL CBS PROGRAMS TO EUROPE AND SOUTH AMERICA

PROGRAM AND TIME	DESCRIPTION
Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30–7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.
Women's Program in Spanish 9:30–9:45 p.m. EACH TUESDAY AND THURSDAY	Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.
Cultural News in Spanish 8:15–8:30 p.m. EACH WEDNESDAY	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.
New York Philharmonic Symphony Orchestra SUNDAY AT 3:00 p.m.	The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.
Other Program Highlights VARIOUS HOURS MONDAY THRU SUNDAY	*To Europe:* SUNDAYS: Democracy in Action: MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Bob Crosby's Orchestra (recorded rebroadcast). *To South America:* DAILY: Elmer Davis and European News Broadcasts: MONDAY THRU FRIDAY: H. V. Kaltenborn: SUNDAYS: Sunday Evening Hour: MONDAYS: Columbia Concert Hall: WEDNESDAYS: Columbia Concert Hall. Burns and Allen. Star Theatre: THURSDAYS: Kate Smith Hour: SATURDAYS: Your Hit Parade.

ADDENDA: NOVEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of November programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

NOVEMBER 4: Senator Gerald P. Nye (R) of North Dakota, staunch isolationist and opponent of the recent repeal of the arms embargo, discussed the neutrality question, then before Congress. 10:45–11 p.m.

NOVEMBER 12: Samuel B. Pettengill, former Congressman from Indiana and an author of the Communications Act of 1934, discussed the provision of the National Association of Broadcasters code forbidding sale of radio time for controversial discussions. Speaking under the auspices of the National Committee to Uphold Constitutional Government, of which he is vice-chairman, Mr. Pettengill entitled his address "Radio and Free Speech." 1:45–2 p.m.

NOVEMBER 14: John G. Winant, former governor of New Hampshire and now director of the International Labor Office, discussed the aims and methods of his organization in a special CBS broadcast. Mr. Winant spoke from the twentieth anniversary banquet of the Labor Office, held at the Mayflower Hotel in Washington. 10:45–11 p.m.

NOVEMBER 21: John G. Winant, director of the International Labor Office, was heard again over the Columbia network, this time in a round-table discussion originating at the I. L. O.'s convention in Havana. 10:45–11 p.m.

NOVEMBER 28: Lord Lothian, British Ambassador to the United States, delivered a formal speech as he entrusted the original copy of the Magna Charta to the Library of Congress for safe-keeping until the European war ends. The precious manuscript was accepted by Archibald MacLeish, Librarian of Congress, whose address was also broadcast over CBS. 4–4:15 p.m.

NOVEMBER 28: Postmaster General James A. Farley, chairman of the Democratic National Committee, and John D. M. Hamilton, chairman of the Republican National Committee, presented their opinions on the subject of "Shall Student America Concern Itself with Politics," in a special CBS broadcast. Joining Hamilton and Farley in the symposium were Governor Lloyd C. Stark of Missouri and Dr. Franc Lewis McCluer, president of Westminster College, which arranged the broadcast. 10:45–11 p.m.

SPECIAL EVENTS

NOVEMBER 9: Professor Harold Clayton Urey, discoverer of "heavy water," and Pro-

fessor Enrico Fermi, both Nobel Prize winners, were heard in a special CBS broadcast commemorating the 75th Anniversary Celebration of the Columbia University School of Engineering. The Columbia professors joined with Dean Joseph W. Barker of the School of Engineering and Watson Davis, Director of Science Service, in the program. 7:15–7:30 p.m.

NOVEMBER 13: A message by Pope Pius XII on the occasion of the 50th anniversary of the Catholic University of America was broadcast over CBS nationwide network. The Pope's remarks, which came from Vatican City, were his first heard in this country since the outbreak of war in Europe. 12–12:15 p.m.

NOVEMBER 14: Outstanding CBS stars joined in a gala half-hour salute to Columbia's station KWKH in Shreveport, La., celebrating increase in its power from 10,000 to 50,000 watts. Participating in the tribute were Raymond Scott, Nan Wynn, Jerry Cooper, the Modernaires, Bob Trout, and Mel Allen, 10–10:30 p.m.

NOVEMBER 15: President Roosevelt spoke over the nationwide Columbia network in connection with the cornerstone-laying exercises for the new Thomas Jefferson Memorial, near the Lincoln Memorial in Potomac Park, Washington. 2:30–2:45 p.m.

NOVEMBER 18 AND 25: Not scheduled until several days before each contest, in order to insure timely coverage, were Ted Husing's graphic descriptions of the Missouri-Oklahoma battle for the Big Six Title and of the Notre Dame-Southern California classic. 2:15–5 p.m.

NOVEMBER 19: Rodrigue Cardinal Villeneuve of Quebec officiated at the dedication of the New House of Studies of the Oblates of Mary Immaculate in Washington. In addition to his address, the Oblate Choir of 51 voices was heard on the special Columbia program, 1–1:30 p.m.

NOVEMBER 19: President Roosevelt's address at the cornerstone ceremonies in Hyde Park for the library to house his public and private papers was broadcast over the nationwide CBS network, 3–3:15 p.m.

NOVEMBER 22: Dr. Arthur H. Compton, Nobel Prize winner and eminent physicist, discussed "Science and Religion" in a Columbia educational feature, 4–4:15 p.m.

NOVEMBER 23: Bob Trout interviewed the young infantile paralysis patient, who drew the prize seat next to President Roosevelt, at the Warm Springs Foundation's Thanksgiving Dinner. 6:30–6:45 p.m.

NOVEMBER 24: Dr. Winifred Nash, head of the English department of a Boston high school, answered the question, "Can a Sense of Humor Be Developed", in a CBS broadcast in connection with the convention of the National Council of Teachers of English, 4–4:15 p.m.

NOVEMBER 28: Tribute was paid to the memory of Anton Rubinstein in a recital of his music over CBS, marking the centenary of his public debut. Selections from his songs and piano compositions were performed by Genevieve Rowe, soprano; Hubert Hendrie, baritone, and Vera Brodsky, pianist. 3:35–4 p.m.

THE COLUMBIA BROADCASTING SYSTEM

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